

CHEMIST & DRUGGIST

September 6 1980

a Benn publication

Cosmetics
decline in
chemists
continues

Evaluating
interactions
of drugs
and food

Assistant of
the Year —
first winner



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CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 6 1980

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COMMENT

Cosmetics loss

Sadly, we report a death this week—of the IPC Cosmetics and Toiletries Survey. Having examined the cosmetics scene regularly since 1955, the survey has become a victim of those ubiquitous “escalating costs”, to the extent that the publishers can no longer produce it “at a price which the majority of their subscribers would still feel able to meet”.

Formerly known as the *Woman* survey, it was never one about which brand managers got excited (unless they were shown in better light than they had expected!) because the brand share information tended to be too little, reported too infrequently and too late—it's the Nielsens and the AGBs that keep them awake at nights. But IPC's survey has been one of the few that has been open to inspection by the whole industry and its customers at a reasonable cost, and its examinations of buying patterns have over the years created a valuable picture of trends and attitudes not readily available elsewhere.

So, as we dipped into the final report (p328) we were tempted to look back at some of the others published over the past quarter century. Two trends stand out—the first, most evident from the headlines in the early years, is of the growing use of cosmetics and toiletries and, second, the way the independent chemist has failed to capture his share of the enlarging market.

As late as 1964, the survey was reporting the pharmacy as the major retail outlet for every kind of preparation. But even then a lot depended upon the large multiples, and by 1970 *C&D*'s headline had become “Private chemists are losing out on cosmetics sales”. Meanwhile, Boots and Timothy Whites were gaining share in

almost all sectors. The new factor was the door-to-door brands, with Avon emerging as brand leaders in some ten product groups.

If we look at today's figures, we find a recurring pattern of total chemists' sales representing around half the market—but that includes Boots' one-third of the market. It is a pity that the independent took so little heed of the 1957 survey's finding that “British women are becoming more beauty-conscious and provide a growing market for a wide range of cosmetics”.

Looking at individual product groups, it is in hair care that some of the most significant changes have occurred. In 1955 one-third of women used a powder shampoo—only half used a liquid; 28 per cent used a setting lotion—a figure halved today. Conditioners were in use by only 8 per cent against 45 per cent now. Some brands come and some go too—Loxene, just launched, had won a 7 per cent share, but the lead was held by Silvikrin and Vaseline: Sunsilk was just “starting from scratch” to achieve 9 per cent!

Other notable changes have involved the use of nail varnish—(up from 25 per cent in 1955 to 48 per cent today), of face powder (down from 81 to 34 per cent), of eye shadow (up from 5 per cent to 65 per cent) and in deodorants (not even surveyed in 1955, but now listed at 76 per cent).

What will be the rates of use of these products—or their successors—in another 25 years, in a new century? Unfortunately it seems IPC will not be telling us, and there is no other independently-produced regular and comprehensive survey to which we may turn for enlightenment. May we suggest that the major research organisations might make a start by releasing more of their “trend” data for general consumption, for without fuel, it is impossible to keep the fire of retailer interest in markets alight. ■

Chemists continue to lose out on toiletries sales

Figures from the latest and last IPC Cosmetics and Toiletries survey show chemists continue to lose out on sales of shampoos, conditioners, hairsprays and toothpaste but are holding their own with perfume, toilet waters and colognes.

Even the area of sanitary protection, which has been regarded as a bastion of pharmacy, has seen a 6 per cent decline over the past year, a chemists' loss which has been a grocery and supermarket gain.

The survey, which is the last to be published by IPC after 25 years, is based on 4,270 interviews with women aged 13-64. Covering the period July 1979 to June 1980, it analyses which products were brought by those questioned and from which outlets.

Hair care

The hair care sector in the past twelve months, according to the results of the survey, has seen Amami with 16 per cent of purchases overtake Wella (15 per cent) in the setting sprays and lotions category that do not add colour. Overall chemists hold 58 per cent of these sales, Boots gaining and the independents losing 6 per cent of the sales. Wella continues to hold its own however with a 41 per cent share of the setting lotion category that does add colour. Here Boots lost out and the independents gained (Boots 46-39 per cent, independents 18-22 per cent).

In the bleaches and colourants sector Boots gained 3 per cent (38-41 per cent) of the market and the independents lost out (30-27 per cent). Drug stores also made advances in this sector with a 3 per cent sales increase (6-9 per cent).

Sales of shampoos saw a decline through both Boots (34-32 per cent) and the independents (19-17 per cent) over the past year. Drug stores and grocery and supermarket outlets appear to be continuing to benefit. Groceries and supermarkets already outsell the

independent chemists with a 26 per cent share of sales and are gradually closing the gap between themselves and Boots.

Conditioner sales also show a decline through chemists, with Boots seeing a 3 per cent drop (39-36 per cent) and the independents a 2 per cent fall (21-19 per cent). Although the other outlets saw an increase in their own sales, chemists as a whole continue to hold a 54 per cent share of the market. There is still room for growth in the market as 51 per cent of those questioned do not use a conditioner.

Almost half of all hairsprays sales continue to go through chemist outlets although the independents' share fell by 3 per cent (19-16 per cent) with Boots recording an increase of 1 per cent to 33 per cent. Grocery, drug store and supermarket outlets all made a 2 per cent gain.

Make-up

In the make-up categories Avon continues to make gains in all sectors, the largest being a 7 per cent increase in lipstick and lip gloss. The familiar lines—Max Factor, Boots, Rimmel, etc, all seem to be holding their own.

Chemists still hold half of all cosmetics sales but the threat from department stores continues with their 16-25 per cent share of the various category fields.

In the deodorants market, Boots and independents have a combined loss of 5 per cent share of sales to drug stores and grocery and supermarket outlets. Chemist outlets now hold 48 per cent of sales, only 10 per cent ahead of the combined share of the other outlets.

Grocers are continuing to sell more toothpaste than the chemist sector combined, grocers holding a 44 per cent share (a gain of 3 per cent) to the chemists 37 per cent (a six per cent loss). Gains have also been made by drug stores and departmental stores.

Women, the survey says, still buy spot removers from the chemists (Boots 41, other 35), grocers, supermarkets and department stores totalling only 10 per cent of sales.

A new category introduced into the survey deals with soaps applied to the face and shows that in this instance chemists totalled only 33 per cent of sales compared to 46 per cent of sales through grocers.

Similarly with suntan preparations, chemists still hold 66 per cent of sales, although this is a 3 per cent decline on the previous year's figures. In this sector Boots suffered a 6 per cent decrease in sales (43-37 per cent) and the independents increased their share by 2 per cent (26-28).

Fragrances

Perfumes, toilet waters and colognes continue to hold a steady distribution in all outlets with drug stores, groceries and supermarkets hardly featuring.

In sanpro, 61 per cent of sales continue to go through the chemist outlets although this decline of 6 per cent (67-61) again appears to have gone to the grocery and supermarket outlets (19-25).

Finally men's aftershaves purchased by women show a decline through chemist outlets (53-50) but talcs, colognes and deodorants remain steady.

Copies of the survey can be obtained for £140 for the first copy, £185 for two copies and £35 per copy thereafter from Mr D. Trown, IPC Magazines Ltd, Lavington House, Lavington Street, London SE1 10PF. ■

Biactol distribution

Due to a misunderstanding *C&D* reported, last week, that Richardson-Merrell had no plans to extend the distribution of Biactol.

We have now been informed that the Press release announcing the extension of Clearasil Clearguard into grocery multiples included the following statement: "Richardson-Merrell expect this non-food sector of grocery retailing to expand rapidly and plan to extend sales of... Biactol, to food outlets." ■

Official view on smallpox vaccination

The Joint Committee on Vaccination and Immunisation has reviewed the present advice on vaccination against smallpox.

Since it is most unlikely that there will be any further cases of smallpox in the UK, the Committee has recommended that vaccination should only be provided for investigators and staff working on or associated with smallpox virus, and staff who have agreed to man any hospital which will be designated to deal with patients strongly suspected of having smallpox.

Vaccination should also be offered, after the possible risks of the procedure have been explained, to the families of those mentioned above, and those engaged in the manufacture of the vaccine or who perform vaccination. In order to avoid the additional risk of primary vaccination, previously vaccinated individuals should be employed for these purposes as far as possible.

Health service staff who come into contact with a patient suspected of having smallpox can, like other contacts, be vaccinated after exposure.

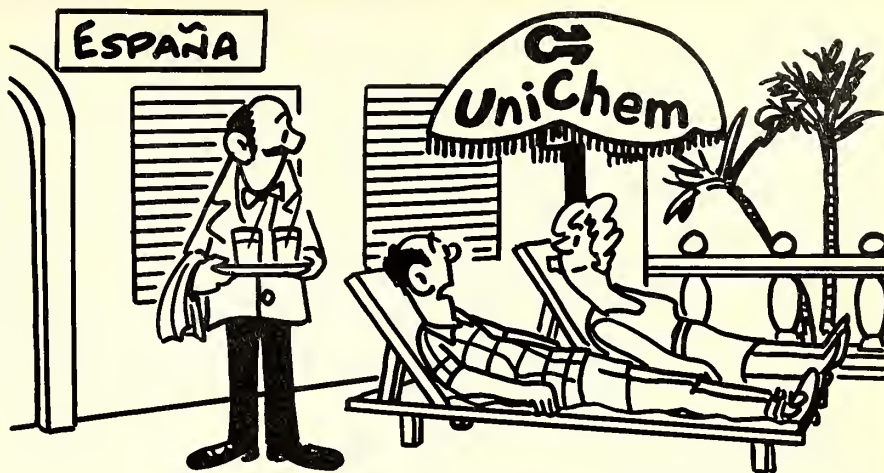
Although the World Health Organisation has advised that vaccination is no longer needed for international travellers, four countries (Chad, Cambodia, Djibouti and Madagascar) are at present still officially requiring valid international certificates of vaccination. The London embassies of some other countries advise that international certificates are required for entry purposes, despite having informed the WHO differently. In some instances embassies will not issue visas until a valid international certificate has been produced.

The Committee points out that there is no medical reason for vaccination and that the procedure carries a small but recognised hazard. Doctors should satisfy themselves that the traveller requesting vaccination fully understands the position. ■

Cleaning teeth with a cloth

The Sunday Times this week gave publicity to a method of cleaning teeth with a tooth-cloth and a mouthwash containing sodium perborate which "can be ordered at the chemist's".

The article says the method could be better than toothbrushing which



"He's offering us 5% on case lots."

can push back the gums and cut away the exposed dentine. "Toothpaste acts under these conditions as a fine abrasive . . . After years of conscientious brushing, a tooth can be cut in half." In addition, loss of supporting bone in the jaw can lead to loss of teeth.

The authors quote Mr Gordon Williams, former chairman of the British Dental Association's dental health committee, as recommending a return to the tooth-cloth method in which fluoride toothpaste is put on a small piece of cloth and rubbed into, over and between the teeth on all sides, paying particular attention to the edge of the gum. A medium bristle brush with a straight handle and short head is then used gently to clean the parts inaccessible to the cloth. Adults—not children—are advised to chew, for two minutes, with a sip of water, enough sodium perborate crystals "to cover a one penny piece", followed by a thorough rinse with warm water. ■

Fellowship for retired NHS staff

A directory listing the branches of the NHS Retirement Fellowship has recently been published. It includes details of all known branches up to April and a free supplement will be sent out later this year.

The fellowship was set up to enable former NHS staff to meet in a social atmosphere and to help establish and maintain friendships. It also provides a visiting service to the housebound. The first experimental branches were in Gloucestershire, Croydon and Merseyside and the King's Fund Centre is sponsoring the development. There are now over 40 groups with nearly 3,000 members. The directory is available (£1) from the administrator, King's Fund Centre, 126 Albert Street, London NW1 7NF. ■

Primodos film appeal

A High Court judge has banned Thames Television from screening a programme about Primodos (*C&D*, August 23, p257). Mr Justice McNeill granted an injunction, after a two-day private hearing, to Schering Chemicals to stop Thames showing the programme, *The Primodos Affair*, which was to have been screened on September 16.

Thames then failed to get its appeal against the injunction heard this month. But appeal judge Lord Justice Oliver said that the case was sufficiently important to be heard as early as possible in October, when the courts resumed after the summer vacation. He said Thames would not be unduly prejudiced if their appeal bid to lift the injunction was postponed.

The programme dealt with the development, distribution and discontinuation of the drug.

The successful application for an injunction was subsidiary to a main action in which Schering are claiming damages against Thames and two other defendants for breach of confidence. As well as Thames they are suing the producer of the programme, Mr David Elstein, and Falkman Ltd, a company which trains executives in interview techniques.

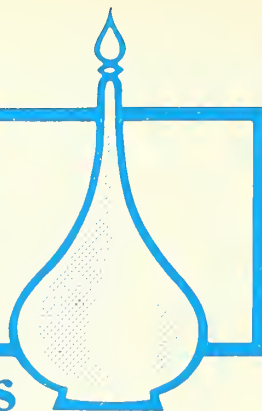
Mr Roy Beldam, QC, for Schering, said that Mr Elstein had acquired knowledge which had enabled him to put together a programme which depended heavily on privileged information. Schering would also renew their claim that the programme might prejudice the pending damages action against them due to start in October, in which parents claim their children were affected by the drug.

Mr Oliver Popplewell, QC, for Thames, said the material in the programme was available from previously published articles concerning Primodos. ■

C&D
1980

Chemist Assistant Of The Year COMPETITION

JOINTLY
SPONSORED BY **NPA Products**



First regional winner



The first national finalist in the 1980 C&D Chemist Assistant of the Year Competition has won through from East Anglia. She is Mrs Irene Jackson, who is with J. M. Brunt MPS, High Street, Brandon, Suffolk. She is pictured above with second prizewinner Miss Elizabeth Lillie (right) of Northtown Pharmacy, 45 Caister Road, Great Yarmouth, and third prizewinner Mrs Kathleen Wright of Rees T. Coghlan (Norwich) Ltd, 562 Dereham Road, Norwich. In the picture below,

all the contestants are shown chatting before the judging began.

Prizes in the regional finals are £100, £50 and £25 for the first, second and third places respectively. No separate prize was awarded for the "leading assistant aged 19 years or under" (a new feature in the 1980 Competition) because the second prizewinner, Miss Lillie, was herself eligible.

The Competition is sponsored jointly by C&D and NPA Products.



Dangers of surgical spirit for syringes

The dangers of storing glass syringes in surgical spirit are outlined in a recent article in the *British Medical Journal*.

A case report is given of a patient who developed swellings at injection sites in her thighs. She had been storing her insulin syringe in surgical spirit, prescribed by her diabetic outpatient clinic and general practitioner, for the previous two years: when she changed to the industrial methylated spirit recommended by the manufacturers she had no further swellings at her current injection sites.

The authors say it may not be widely known that surgical spirit contains additions such as castor oil, methyl salicylate and diethylphthalate and that constant use results in a build-up of oily residues on the inner surface of the syringe. There is little doubt that these residues would be sufficiently miscible with certain types of insulin to be deposited at the injection site, they say. The patient had noted that the use of creams containing methyl salicylate had caused an extensive erythema and irritation of the skin.

Although tests for hypersensitivity have not been carried out, the authors think the surgical spirit probably caused the swellings. Doctors may be tempted to insist on surgical spirit being used, they say, because the term "industrial" implies a greater degree of impurity. They conclude that it is imperative that manufacturers' instructions, which emphasise the use of IMS, are carefully followed. ■

Pharmacy more popular in 1979

Pharmacy was more popular in 1979 than in 1978, among candidates applying through the Universities Central Council on Admissions, according to the statistical supplement to the 17th UCCA report 1978-9. It was named as the preferred subject by 2,926 candidates, compared with 2,731 in 1978. However it seems to have declined in popularity this year. The 1980 forecast is that 2,780 candidates have pharmacy as their preferred subject.

Computer science showed by far the greatest rise in popularity; there were 45 per cent more candidates who gave it as their first choice in 1979. Medicine was one of the few subjects which had declined in popularity from 1978. Dentistry showed a small rise. ■

“I’ve got £300,000’s worth of advertising behind me.”

says Jim Ewart FPS,
of Norwich.

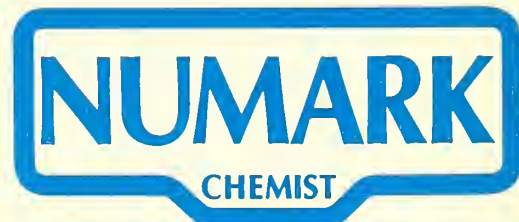


“Big spaces in the national press and the popular women’s magazines, plus extra spaces for the Superbuy in the TV Times. Not just once or twice a year, but every month. And only Numark gives me this huge advertising back-up which I would not be able to afford by myself.

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People are now coming into the shop with newspaper cuttings, which certainly proves to me, Numark advertising works”.

For more information on the benefits of being a Numark member, contact your local Numark wholesaler or Charles Morris-Cox at Numark Central Office, 51, Boreham Rd., Warminster, Wilts. Tel 0985-215555.



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Over three quarters of all the contact lenses in use are known to be Hard lenses. Total, simple to use, compact to display, performs all the functions once requiring the use of three, sometimes four, different solutions. Stock Total, and consolidate your contact lens solution section. Recommend Total, to your customers wearing hard or the new G.P. (Gas permeable) lenses, for their convenience, comfort, and economy.



Allergan Limited Fennels Lodge, St Peters Close, Loudwater,
High Wycombe, Bucks. HP11 1JT Tel: Bourne End (06285) 27778

Main distributor for pharmaceutical trade (Pharmagen)



Dr Michael Mungavin (above) retires from his appointment as medical director, Association of the British Pharmaceutical Industry, on September 30. However his services will be retained as a consultant medical adviser.

Dr Mungavin joined ABPI from Sterling-Europa, Brussels, in 1978. Prior to his time with Sterling-Winthrop he worked with ICI's Pharmaceutical Division in Europe and the UK, as a member of their clinical research staff. In addition to acting as consultant to ABPI, Dr Mungavin will be practising as a consultant to the pharmaceutical industry, the health care industry, and to agencies and organisations serving those industries.

Miss Judy Bargh, BPharm, MPS has been appointed editorial assistant on the staff of *C&D*. Miss Bargh graduated from Bath University in June 1976. After her pre-registration training at St Thomas' Hospital, she worked as a pharmacist at St George's Hospital, London, and then as a retail pharmacist, going on to do locum work in retail. She joined the editorial staff in February.

Mr Peter Wray has retired as director of Thomas Christy and not as stated last week (p291).

News in brief

■ The School of Pharmacy, London, is seeking planning approval to build a junior common room and 30 study bedrooms and self catering accommodation, at Wakefield Street, London WC1.

■ HM Customs and Excise have issued a leaflet (Notice No 4183) designed to provide a brief introduction to some of their procedures available to importers and exporters for the clearance of goods through customs.

By Xrayser

Tax collectors

I'm not much of an historian and after a full day's work am too darn tired, or idle, to go to the trouble of looking up suitable authorities so I can quote them to impress everyone with the depth of my erudition. You will just have to believe my unsupported statement that in ancient times tax collectors were a race apart—pariahs, men grouped with extortioners, users, and blackmailers, but with the singular difference that they had the power of the law behind them. Despite this, in some societies, the post was greatly sought after because although without wages, a commission was paid on the sums collected... Those were the days...

For us, however, all that remains is the unpopularity inherent in trying to collect a 70p tax for an item which may occasionally be retailed for less. Never mind that the charge is an impost on the prescription itself, as opposed to the cost of the item ordered, everyone, including the *Economist* seems determined that the chemist is certainly not going to make up to 60p profit out of them!

Talk about bashing us on the head—why pick on us when we *have* to collect it or pay it ourselves? I've just had a couple of old hands pitching in at me over scripts for paracetamol and Otrivine and making really quite unpleasant comments about my greed in going for the higher fee (after I had dispensed the products along with twenty others) instead of crossing them off and selling the retail pack (with full instructions of course as the doctor directed).

For the *Economist* to say that the patient would be "out of pocket" indicates to me that their journalist has lost sight of what prescriptions are about and, what the Government is trying to do. How would they suggest the Government impose a tax on scripts? Ten per cent of net drug cost perhaps? That would be fair wouldn't it? Imagine the outcry!

But right now I am sick of being the butt for light or sarcastic comment and am not looking forward to the £1 fee—which is enough to make quite reasonable citizens wonder if it would be cheaper to buy the product over the counter, with us having to instant-cost each item on sight as a pre-dispensing fun game.

I think it's about time those pesky, superior receptionists at the doctors

should start to justify their positions by collecting the prescription tax as the script is handed out, attaching a receipt with a staple (or attaching special prescription stamps?) so that we can get on with our proper work, which is dispensing and advising... not tax gathering. I'm perfectly serious about this and the PSNC should be too.

Disposable

I've given in. There's no doubt about it, I'm slipping from my formerly unshakable position of old-fashioned, conservative, waste-not, want-not philosophy, where you sharpened a blade daily for twenty years before having to replace it. All because my wife *would* use my razor, *my* razor! Good old friend—Gillette Slim-twist double-edge-bladed razor—to shave her legs in the summer! And she didn't tell me, so that I had an atrocious blood-letting next bleary morning and went to work looking like a red-and-white patchwork quilt.

"I'll teach her," I thought, and threw a couple of packs of bargain-offer Bic razors into the car, deducting the sum mentally from the house-keeping. "Let her try these." She was delighted, so pleased in fact that I became suspicious and tried one myself. You know the result before I tell you. And I have no doubt that the new Biro Bic lady shaver will be an absolute winner too, for if disposable means three weeks shaving for twelve pence, it can hardly be called wasteful. I wonder what happened to that disposable toothbrush?

Where to next?

Ask your travel agent... if you are a Unichem member. Although it has nothing to do with pharmaceutical wholesaling the idea of buying your holiday from a pharmaceutically-owned agent and getting a discount has a certain appeal, even to me, and must become a consideration for those customers who for various reasons are thinking of leaving Unichem... or joining that company. I wonder if Unichem have ever considered going into the motor business, for I could do with a new car, with discount and dividend? To paraphrase the pre-war American catch-phrase—if you can't afford a Ford, buy a Dodds? ■

PRESCRIPTION SPECIALITIES

Topical treatment for inflammation

Carnegie Medical are introducing a cream which contains an anti-inflammatory analgesic, benzydamine. Diffiam cream is absorbed well through the skin and concentrates in inflamed tissue. It has local anaesthetic and anti-inflammatory actions including inhibition of prostaglandin synthesis.

Diffiam cream

Manufacturer Carnegie Medical, 1 Morley Street, Loughborough, Leics LE11 1EP

Description White cream containing benzydamine hydrochloride 3 per cent

Indications Relief of symptoms associated with painful inflammatory musculo-skeletal conditions including acute disorders such as myalgia and bursitis and traumatic conditions such as sprains, strains, contusions and the after-effects of fractures

Dosage Should be massaged lightly into the affected area three times daily. Can be used up to six times daily on medical advice in more severe conditions

Side effects In clinical studies a local skin reaction which varied from erythema to a papular eruption occurred in less than 2 per cent of the patients. The skin returned to normal on stopping treatment

Precautions Should be kept away from eyes and mucosal surfaces

Packs 30g tubes (£2 trade)

Supply restrictions Pharmacy only
Issued September 1980 ■

Dantrium IV

Manufacturer Eaton Laboratories, Regent House, The Broadway, Woking, Surrey

Description Sterile lyophilised orange powder containing dantrolene sodium 20mg, mannitol 3000mg and sufficient sodium hydroxide to yield a pH of approximately 9.5 when reconstituted with 60ml of water for injection BP

Indications Treatment of malignant hyperthermia

Dosage All anaesthetic agents should be discontinued as soon as the malignant hyperthermia syndrome is recognised. Initial dose of 1mg/kg should be given rapidly. If the

physiological and metabolic abnormalities persist or reappear, the dose may be repeated up to a total of 10mg/kg. The average dose required to date has been 2.5mg/kg. If a relapse or recurrence occurs the last effective dose should be re-administered

Precautions Because of the high pH, care must be taken to prevent extravasation into the surrounding tissues. Should only be given to pregnant women when the potential benefits outweigh the possible risks to mother and child. The use of Dantrium intravenously is not a substitute for previously known supportive measures

Side effects No side effects have been attributed to Dantrium IV.

Hepatotoxic reactions have been noted in a small number of subjects given long term oral dantrolene therapy

Pharmaceutical precautions Each vial should be reconstituted by adding 60ml of water for injection BP and shaking until the solution is clear. The contents of the vial must be protected from direct light and from temperatures above 30°C and below 15°C, and used within six hours of reconstitution

Packs 12 vials (£234 trade)

Supply restrictions Prescription only
Issued September 1980 ■

Sudafed expectorant

Manufacturer Calmic medical division, Wellcome Foundation Ltd, Temple Hill, Dartford, Kent

Description Orange-red syrup containing guaiphenesin 100mg and pseudoephedrine hydrochloride 30mg in each 5ml

Indications Conditions where an expectorant and upper respiratory tract decongestant are required

Dosage Adults and children over 12 years—10ml, 6-12 years—5ml, 1-6 years—2.5ml, taken three times daily. The expectorant can be diluted with syrup BP.

Contraindications Previous intolerance to pseudoephedrine or guaiphenesin. Treatment with monoamine-oxidase inhibitors and within two weeks of stopping such treatment. Should not be administered concurrently with furazolidone

Precautions Should be used with caution in patients with cardiovascular disorders, including hypertension. May partially reverse the effect of antihypertensive agents which modify sympathetic activity. Care should be

taken in patients taking other sympathomimetic agents such as decongestants, appetite suppressants and amphetamine-like psychostimulants and the effect of a single dose on the blood pressure of these patients should first be observed. In severe hepatic or renal dysfunction the response to a single dose should be used as a guide to the further dosage. Caution should be exercised in patients with prostatic enlargement or bladder dysfunction

Side effects Pseudoephedrine may occasionally cause insomnia

Packs 1 litre bottles (£7 trade)

Supply restrictions Pharmacy only
Issued September 8, 1980 ■

Fluvirin & Admune vaccines

Duncan Flockhart have confirmed the formulations and prices of their influenza vaccines for this winter.

Fluvirin is inactivated influenza vaccine (surface antigen) BP (adsorbed). Each 0.5ml dose contains the haemagglutinin and neuraminidase antigens prepared from A/Bangkok/1/79 (H₃N₂) 200 units, A/Brazil/11/78 (H₁N₁) 200 units and B/Singapore/22/79-like strain 400 units, adsorbed onto aluminium hydroxide. These are strains currently recommended by the World Health Organisation and 200 units is equivalent to 10mcg haemagglutinin. Fluvirin is available in 0.5ml disposable syringes (£2.60 trade) and 5ml vials (£24.80 trade).

Admune (influenza vaccine BP) contains 400 units of each of the above strains in each 0.5ml dose. It is also available in 0.5ml ampoules (£2.25 trade) and 5ml vials (£21.38 trade). Only Fluvirin is now recommended for children aged 4-12 years. *Duncan, Flockhart & Co Ltd, Birkbeck Street, London E2 6LA.* ■

Nutraderm cream and lotion

Manufacturer Alcon Laboratories (UK) Ltd, Imperial Way, Watford, Herts WD2 4YR. Distributors Farrillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ

Description White cream containing liquid paraffin 13 per cent, purified water 75.6 per cent and emulsifying agents. Viscous white lotion containing

Raintree moisturiser goes on test in Yorkshire

Elida Gibbs are launching a new moisturiser, Raintree, using the Yorkshire Television area as a test market. It comes in four formulations for the various skin types.

There are three lotions (125ml, £1.75)—pale green for greasy / combination skins, white for normal skin, and yellow for dry skin—and a yellow cream (50ml, £1.75) for extra dry skin and for use as a night cream.

Gibbs value the skin creams market at £80 million at rrp and say that moisturisers are the largest and most profitable sector, accounting for £31m. By introducing Raintree they hope to make a serious move into this sector. In the past two years, a flood of new brands has caused the medium- to low-priced group to become fragmented, with only three notable successes. Of these, Oil of Ulay, with a brand share of 22.3 per cent in 1979, is the obvious leader. Too many of the new brands have been Ulay look-alikes, say Gibbs, and they feel that to be successful in this area a new product must be different and based on a strong concept.

Raintree is currently the number two brand in the USA, where it is



manufactured by the Noxcell Corporation. Gibbs say they have adapted the product for the UK market by, for instance, using clear glass bottles instead of plastic ones. The outer boxes are white and both these and the bottle labels have aquamarine stripes and a diagram of the raintree itself—"the tree which survives in the desert because it has learned the secret of retaining moisture".

Television advertising breaks on

November 10, with two 40-second commercials. The £130,000 campaign is planned to run until July 1981 with three separate bursts of advertising in the test area. The commercials feature the actual tree and a girl who lives in the desert and uses Raintree to protect her skin. Promotional material at POS includes a trial tube (15ml, £0.20) and samples in *Woman's Own* magazine are planned for January 1981.

Gibbs say the target group is women aged between 25 and 40. They hope to launch the product nationally within 18 months, if the test market is satisfactory. Their longer-term aim is a brand share of 8 per cent within two to three years. Distribution is through chemists, department stores, and selected grocery outlets including Asda and Sainsburys. *Elida Gibbs Ltd, 43 Portman Square, London W1A 1DY.*

Numark promotion

The Numark consumer promotion for autumn has a first prize of 10 holidays for two in one of the great cities of Europe. The promotion, "Win a Winter break" also has 10 runner-up prizes of six piece luggage sets and 10 third prizes of two bottles of champagne. Special prizes will be available for Numark chemists.

The promotion will run in two parts and main lines will include Nusoft press on towels, Harmony hairspray, and colourant, Mum Rollette and refill, Johnsons baby powder, Style perms, Imperial Leather soap, Bic razor and lady razor, Milupa baby and infant foods and introductory packs, Milumil, Head & Shoulders and Dr Whites. Colgate Dental Cream at half price is the "super buy".

Intermediate lines on promotion include Dettol Deep Fresh foam, Kleenex for Men, Vespri and Foamy. Supplementary lines include Kleenex Boutique tissues and Badedas gelee soap and talc.

Optional extras include Aspro Clear, Feminax, Zubes, Angiers junior aspirin, Optrex eye lotion and eye drops. Advertisements will appear in the *Daily Mirror*, *Sunday Post*, *TV Times*, *Woman*, *Woman's Realm*, *Woman's Weekly*, *Lincoln Rutland & Bradford Telegraph & Argus*, *Stamford Mercury*, *Leicester Mercury*, *Northampton Chronicle & Echo*, the *Northamptonshire Evening Telegraph*, and there will be eight 7-second spots on Ulster Television. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts, BA12 9JU.*

PRESCRIPTION SPECIALITIES

Fees and charges for Trisequens

liquid paraffin 16 per cent, purified water 74.6 per cent and emulsifiers

Indications In conditions where the moisture content of the horny layer has decreased below the normal level and the skin is no longer soft and pliable. Also recommended in acute inflammatory conditions where the skin is intact, such as sunburn and windburn; as a soothing hydrating agent in certain conditions where there is dryness and scaling, such as ichthyosis, atopic eczema and winter itch; as a vehicle for other active constituents

Dosage Apply topically as required

Contraindications Avoid contact with the eyes

Packs Cream in 75ml tubes (£1.39 trade) Lotion in 150ml bottles (£1.29 trade)

Supply restrictions Pharmacy only

Issued September 1980 ■

Some confusion may have arisen over the number of prescription charges and dispensing fees on prescriptions for Trisequens, the oestrogen replacement therapy recently introduced by Organon. Each prescription carries two prescription charges and three dispensing fees, and should be endorsed as such.

Trisequens is indicated for the treatment of symptoms due to oestrogen deficiency. Each 28-tablet dial pack (£3 trade) has 12 blue tablets each containing oestradiol 2mg and oestriol 1mg, ten white tablets each containing oestradiol 2mg, oestriol 1mg and norethisterone acetate 1mg, and six red tablets each containing oestradiol 1mg and oestriol 0.5mg. *Organon Laboratories Ltd, Crown House, London Road, Morden, Surrey.* ■

Robinsons go national with Paddi Cosifits

Robinsons of Chesterfield are going national with Paddi Cosifits and also launching a newborn size.

The commissioning of additional machinery and extension of capacity through three-shifts working seven days a week—achieved three months ahead of expectation—have enabled the company to bring forward the national roll-out which began in London in the Spring and has so far extended to Westward, Anglia, Midlands and Scotland.

Robinsons estimated the disposable nappies market at £22½m at the end of 1979, and were anticipating that the intervention of Cosifits would expand the market to around £27m in 1980. However, they say that chemists' sales are already up 42 per cent in value, leading the company to predict a new total of around £40m this year. As they had claimed when launching Cosifits, all-in-one nappies do not appear to be taking business from the insert type of disposables—they are wooing consumers from terry nappies. "There is every indication that the market is moving in the direction already observed in Scandinavia and the United States," says Clive Wetherall, general marketing manager.

The additive effect of the all-in-ones

on the market is demonstrated by the fact that first-half volume growth was around 14 per cent—all-in-ones being around three times as expensive as inserts. In London, however, where Cosifits were launched, volume growth during May-June was some 20 per cent, representing 60 per cent in sterling terms. "All this has happened at a time when shoppers are generally down-grading the price of their purchases", says Mr Wetherall. Grocers have increased their share of the disposables market from 23 per cent (volume) at the beginning of 1979 to 28 per cent now.

Robinsons are currently embarking on television advertising backed by couponing, and during the three-month campaign 30-second spots will appear nationally at a rate of about 45 per area. Supporting point-of-sale material is available.

Cosifits are described as an "all-in-one nappy with elasticated legs for a leakproof fit" (see *C&D* April 12). The three-size range is now completed with the newborn designed to fit babies up to 10lbs in weight. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.* ■

Fancy Free in a carton

Fancy Free is to be re-packaged in a carton, which according to Lilia-White gives better opportunities for display and obviates the confusion that the previous polythene pack contained a mini pad. The liberated bird and cage design has been retained for easy recognition.

With the new packaging, the



promotion entitled "Fancy £1 Free?" continues, supported through media and in-store leaflets. In return for four Fancy Free fronts, the consumer will receive £1. Fancy Free is also being backed with an advertising campaign until the end of the year in all young women's magazines. *Lilia-White Ltd, Alum Rock Road, Birmingham.* ■

Fragrances and soaps imported

Richards & Appleby are distributing two imported fragrances and a range of soaps from the US.

One of the fragrances, Gosh, is said to be the first Danish fragrance available in Britain. The range comprises perfume oil (£1.75), eau de toilette (£2.25), and atomiser (£3.75). Other products are a deodorant body spray and body lotion (both £1.95).

The second fragrance, manufactured by Caribbean Perfumes, is Delys from the house of Charles Lamaine. Described as a blend of jasmine and carnation on a chypre base it is available as perfume in 4oz hand finished cut glass bottles and eau de toilette in 4½oz decanter-type bottles. Both retail for £16.50.

Katherine Gray soaps, manufactured in the US, have a pictorial design or monogram initial printed through them. They are boxed in two sizes—four guest tablets (£1.89) and two bath tablets (£1.59). *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs.* ■

Andrex activity book for kids

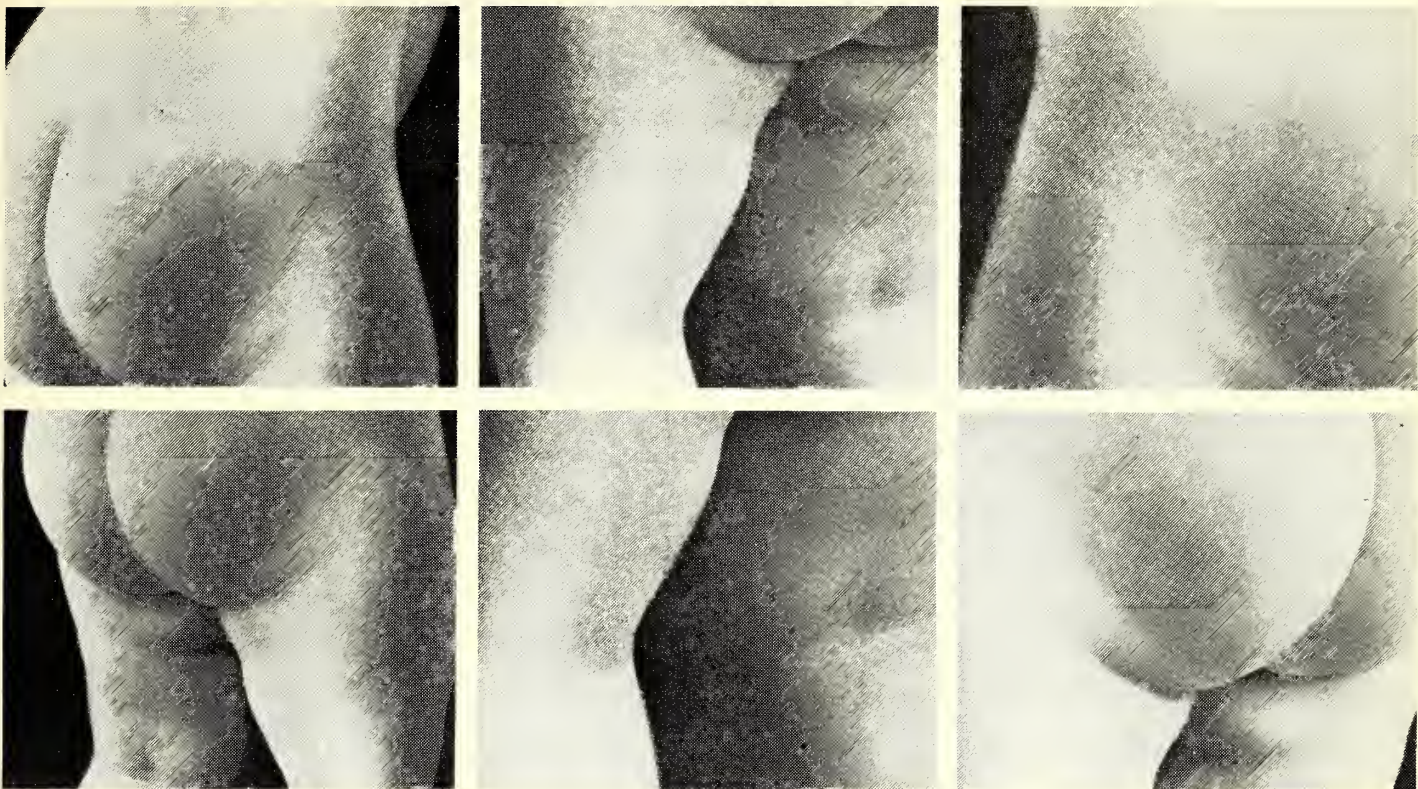
Andrex are offering consumers a "What shall we do now?" book for £2.50 plus two proofs of purchase. The 60-p hard-back book, featuring the Andrex puppy, comprises puzzles, quizzes, comic strips, games and instructions on how to make things—said to be ideal for keeping children up to the age of ten amused through the winter months.

The promotion is featured on end-seals of Andrex packs and is currently being advertised in women's magazines including *Woman's Own*, *Woman's Realm*, *Family Circle*, *Living*, *Home and Freezer Digest*, *TV and Radio Times*, *My Weekly*, *Woman's Weekly*, *Woman and Home*, *Mother, Parents*, *Woman and People's Friend*.

Andrex, says the company, will be supported by a £1 million spend on television advertising this year as well



as £375,000 in women's Press. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex.* ■



Have you a tender spot for Metanium?

Some nappy rash products soothe.
Others protect.
Metanium is specially formulated to do both.
Metanium contains a silicone base. This acts as a water barrier to protect the baby's sensitive skin.
It also contains the right balance of

titanium salts to absorb urine and promote rapid healing.
Because Metanium has been clinically shown to be an exceptionally successful treatment for nappy rash, it is widely recommended by health visitors.
They've got a soft spot for it.
Your spot for Metanium is on your shelf.



*Metanium

Titanium dioxide 20%, titanium peroxide 5%, titanium salicylate 3%, titanium tannate 0.1%, in a siliconised paraffin base.

for Nappy Rash.



*Metanium is a trade mark. P.L. No. 0102/5012
For further information send to Dept. L.H., Bengue & Co. Limited, St. Ives House, Maidenhead, Berks.

THIS YEAR LOTS OF YOUR FRIENDS WILL WALK OUT ON YOU.

With all the publicity we're giving them, you won't be keeping your Friends for long.

Because they've become very popular. With more and more people turning to their Friends in moments of need, to soothe their troubled throats and clear their heads.

And, with national advertising running throughout the winter months, your Friends aren't going to be hanging around.

So make sure you've got plenty in stock - available in 24 packet outers:



Also available: Fisherman's Friend Honey Cough Syrup and Fisherman's Friend Rubbing Ointment.

Lofthouse of Fleetwood Limited, Dept. CD, Fleetwood, Lancs. Tel: Fleetwood 2435

'Number 1 for 81' theme for Lookers by Polaroid

Lookers by Polaroid sunglasses are to be supported in 1981 with a £50 million promotion.

Under the title "Number 1 for 81" to emphasise the 22 per cent market share (independent retail audit figures) of the brand, the company is offering all types of sunglass lenses under the Lookers by Polaroid banner.

In what is claimed by the company to be the largest promotion that the sunglass trade has ever seen, consumers are offered a £1 refund on the price of any Lookers by Polaroid sunglass purchased over £6. (The company will handle the refunds directly). Polaroid have already run three similar promotions in the instant photographic market and the company expects a huge response to the offer in the early spring of 1981.

The promotion will be backed up by a national advertising campaign and the £1 refund vouchers and dispensers will be distributed to retailers in a display material package.

The 1981 Lookers range has over 100 models and variations with the accent on metal models. The sunglasses will be available to retailers in packs of 50, 100, 150 and 250 units and come prepriced. Stands are internally

illuminated with headers featuring the "£1 money back" promotion and fashion pictures to tie-in with national advertising. Each stand is supplied with a mirror, a "£1 off" leaflet dispenser, banners and door decals. A new stand that holds 12 clip-on variations is enclosed with the 30 unit clip-on pack.

Two new photochromic lenses have been added to the 1981 range of sunglasses. The new lenses, both Reactolite Rapide, come in a brown and a pretinted grey, and are included in the photochromic pack of 20 sunglasses.

Sunglass prices range from £3.95 for a clip-on, and £5.95 for a metal sunglass, to £19.95 for a top of the range photochromic or one of the couture range of Christian Latour models which all have CR39 graduated lenses.

An early buying incentive is available to retailers who buy in the next few months and Polaroid representatives are now calling on chemists. Retailers who have not received a visit should contact Hilary Tootell on St Albans (0727) 59191 extension 256. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.* ■

Reintroduction of Sport Gloss

Max Factor are re-introducing Sport Gloss, their lip protector for sport and leisure.

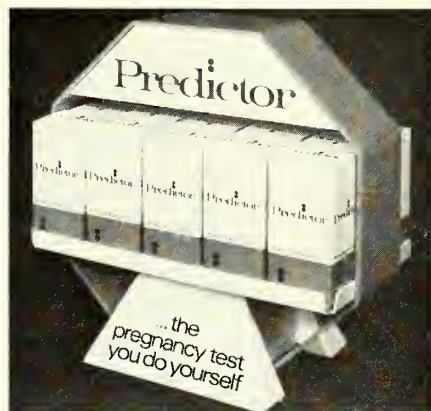
Sport Gloss (£1.15) is a clear gloss lipstick with a moisturised protective cream centre to safeguard the lips in all weather; it also contains a sun-screen. Sport Gloss can be worn on its own for a natural effect or over lipstick for extra shine.

The men's fragrances Fresh Amber and Fresh Spice have been repackaged in chunky bottles with amber and blue styling respectively. The two ranges comprise six items—pre-electric shave, shave foam, aftershave, cologne, talc and antiperspirant.

L.A., the new Max Factor perfume, is currently on offer. A 30g cologne spray is available uncartoned for £2.60, a saving of £1. Also available is a 15g perfume spray at the same price.

Blasé is also currently on special

offer in a 10g cologne spray and 8g roller perfume (£1.25 each). *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.* ■



New counter display unit for Predictor, holding up to 15 packs. Bonuses are available through the company representatives. *Chefaro Proprietaries Ltd, Crown House, Mordon, Surrey SM4 5DZ.*

Complexion Care joins Pifco range

Complexion Care is the latest addition to the Pifco range of beauty products and is described by the company as an all-in-one, battery-operated skin cleanser and conditioning set, which they say, will clean, moisturise and massage the skin as well as applying lotions and cosmetics.

Complexion Care (£9.50) consists of a contoured power handle, styled in white with pink switch buttons and five different attachments, all of which come in a presentation box.

The attachments are a cleansing brush for use with medicated soap, a massaging disc for the delicate facial areas, a firm massaging brush for use with moisturising creams and to stimulate and soften the skin, a soft sponge for applying cream and make-up and a pumice stone to smooth rough and flakey skin. *Pifco Ltd, Failsworth, Manchester M35 0HS.* ■

Vitalis offer

During September and October 100ml bottles of Vitalis mens' hairdressing will be in price marked packs £0.79. This is a £0.25 discount off the recommended price. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough, Bucks.* ■

The Futura Goya advertisement will run as a full colour, whole page insertion in women's monthly and weekly magazines until Christmas. *Goya International Ltd, Badminton Court, Amersham, Bucks.*

COUNTERPOINTS

Trio of synchron shavers from Braun Electric

Braun have introduced three new shavers into their range incorporating the Braun foil shaving system.

The Braun synchron 2 way shaver can be used as either a rechargeable shaver or a mains shaver, an asset the company believes which will make it the ideal choice for today's executive.

Incorporating Braun's design and shaver technology—which includes the foil shaving system and long hair trimmer—the shaver also includes a recharging unit, which when fully charged gives approximately half an hour of shaving time. The synchron 2 way (£28.95) comes in a travel case.

Described as an elegant mains shaver at a competitive price, the Braun synchrons (£16.95) comes with the usual Braun three year guarantee. It features a long hair trimmer for beard and sideboards and has an easy



to operate switch for convenience.

Finally the Braun synchron de luxe (£19.95) is described by the company as a value for money shaver which features the Braun foil shaving system, a long hair trimmer, dual voltage, comes with a coil cord and is supplied in its own case. *Braun Electric (UK) Ltd, Sunbury-on-Thames, Middlesex.* ■

J & J cosmetic bag offer

Johnson & Johnson are offering a free cosmetic bag to purchasers of their baby powder. The cosmetic bag is made from cotton, in a red and cream striped design. It has a waterproof polythene lining and zip top and measures approximately 6½ x 4½ in.

To receive the bag consumers send in two waistbands from the specially banded packs and £0.10 towards postage. Special packs are available in the large, economy and extra economy sizes of Johnson's baby powder. The offer will run until June 30, 1981.

In addition to the cosmetic bag, consumers can order a matching toilet bag for £1.80. The bag measures approximately 10 x 7 in and is designed to hold toiletries and other bathroom accessories. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

DE-HOUSE THAT LOUSE!



IN THE RIGHT PLACE

The right place is in the home where all family contacts can be treated simultaneously. Treating the patient alone is not enough, because head lice can spread rapidly and easily to others.



AT THE RIGHT TIME

The right time is the evening when the family are together and *DERBAC LIQUID has the whole night to exert its full effect.



WITH THE RIGHT PRODUCT

The right product is *DERBAC LIQUID with Malathion. It contains malathion 0.5% the most effective anti-lice agent currently available. *DERBAC LIQUID with Malathion is non-inflammable – safe to use in inexperienced hands and where a fire hazard may be present. It is pleasant to use causing no embarrassment to the user.

USING THE RIGHT TECHNIQUE

The right technique is to cover all areas of the scalp, and to massage well in paying special attention to hair roots, fringes, partings and behind the ears. Leave to dry naturally. Wash with a bland shampoo and comb to remove dead eggs.



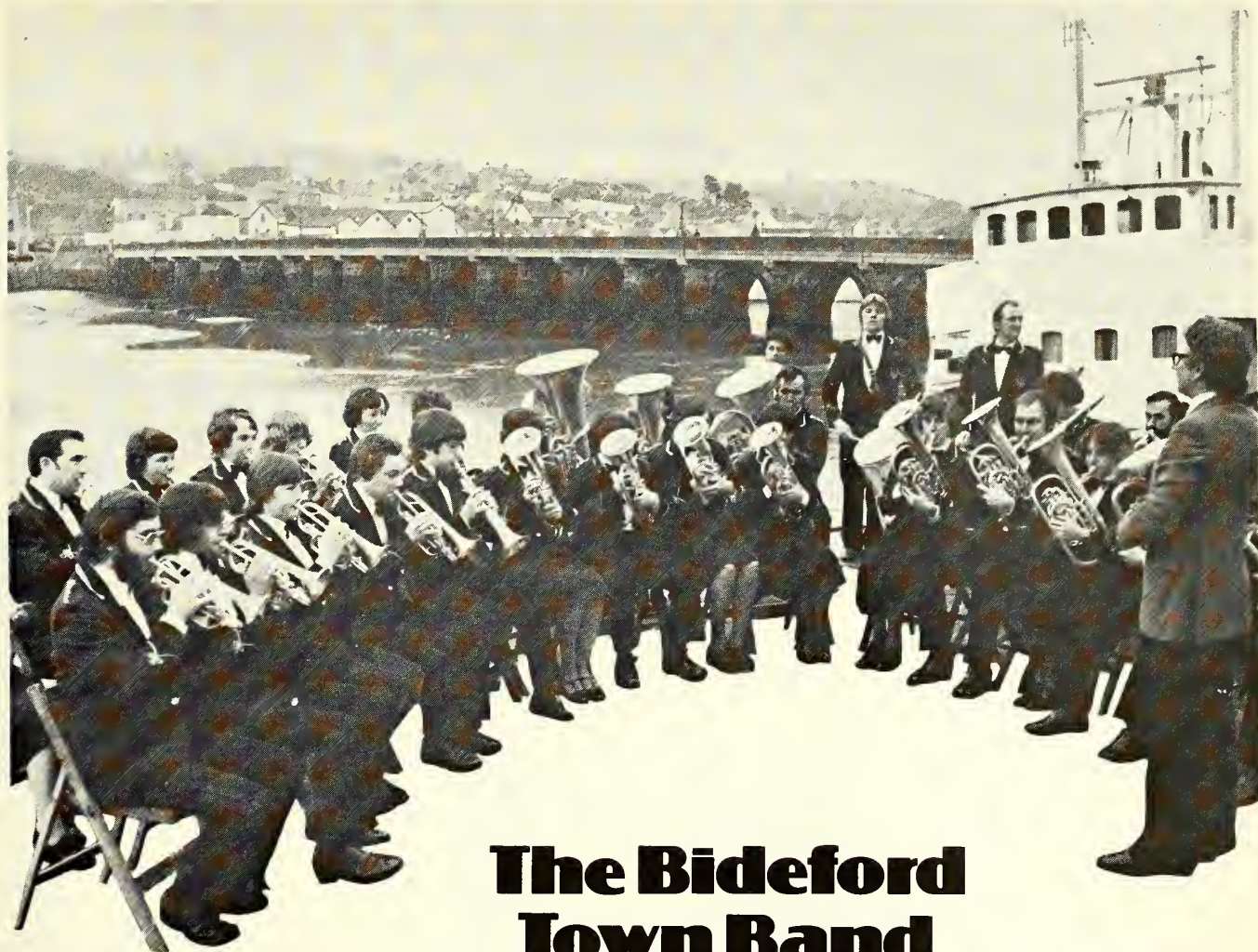
FOUR SIMPLE
TREATMENT STEPS.
FOUR GIANT
STRIDES TOWARDS
ERADICATION.

***DERBAC LIQUID
WITH MALATHION**
**-the Family Pack for the
family head.**

*DERBAC Liquid with Malathion. Warnings, precautions. Keep out of the eyes and out of reach of children. Do not treat children under six months except on medical advice. Clinic workers in regular contact with the product should wear rubber gloves. For external use only. Do not use more than once a week for three weeks.

For the effective treatment of pediculosis. P.L. 0102/0005. Further information and data sheets are available from Bengue and Co. Limited, St. Ives House, St. Ives Road, Maidenhead, Berks.

*DERBAC is a trademark.



The Bideford Town Band are blowing our trumpet as well as their own

Sore or cracked lips are as disastrous to a bandsman as a pulled muscle is to a footballer. Neither can play again until they've healed.

That's why the Bideford Town Band insist on Blisteze to protect their lips from the ravages of the weather. They've found that nothing provides more effective relief for sore lips and cold sores than gentle, medicated Blisteze cream.

So if you have a customer making a song and dance about sore lips, remember the Bideford Town Band.

And recommend Blisteze.



**Blisteze.
For sore lips
and cold sores**

Dendron Ltd., 94 Rickmansworth Rd., Watford, Herts, WD1 7JJ. Tel (0923) 29251.

Milupa introductory packs nationwide

After successful test marketing, 40g introductory packs of Milupa infant foods (£0.24) are now available nationwide in new display units.

The introductory packs contain up to four servings. The company has found that mothers welcome the chance to buy small boxes before going on to purchase standard packs. There are five varieties—mixed vegetable, carrot and tomato, apple, orange, and mixed fruit—packed individually. In an outer there are six display units each containing 24 x 40g packs. Pharmacists may order by the complete case or by separate display



units from their wholesalers. A full-colour leaflet is available to publicise the new packs to mothers. *Milupa Ltd, Western House, Hercies Road, Hillingdon, Middlesex UB8 2JA.* ■

Prufen renamed and soap added

Prufen acne treatment is to be renamed as Pro-ven because of a trade name similarity. The gel is currently being test marketed in the Tyne Tees region and this is now being extended to the Trident television area. Advertising will begin in mid-September and run until February.

As a complement to Pro-ven, Acne-aid soap will be available in OTC packs in the test areas. The packs (75g, £0.86) have the same colour design as for Pro-ven. The 100g-size "ethical" bar will still be marketed. *Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough, Berks SL1 4QA.* ■



Tudor changes

Tudor have adjusted the prices of their camera outfits. The 201 now retails at £9.95, the 203TF at £29.95 and the 202EF has gone down to £14.95. A new addition to the range, the 126X, will sell at £6.95. They have also introduced a 24 exposure 110 colour film, the T110-24, which retails at £1.56. *Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London NW2 7HU.* ■

FSC vouchers

Vouchers worth 25p, redeemable against selected FSC supplements, will be sent to all consumers who write for

copies of the free booklet "Food supplements and vitamins explained." *Health & Diet Food Co Ltd, 79 High Street, Godalming, Surrey.* ■

From reps only

May & Baker regret that the winter bonus terms notified on p347 of this issue were not made fully clear in the information supplied to C&D. The 10 for 9 and higher bonus offers on 125ml packs of Phenergan elixir, Phenergan compound and Tixylx apply only to orders placed through M&B representatives who will be conducting an extensive campaign September 8 to November 21. *May & Baker Ltd, Dagenham, Essex.* ■

'Chemist' pack of Braun electricals

Electrical wholesalers BDC have negotiated a special "chemist pack" of Braun appliances. The pack contains only items which move quickly through pharmacies and comes complete with display material, consumer leaflets and a Papermate Profile pen-and-pencil set as a free gift which the chemist may use as he wishes.

All the products are featured in Braun's autumn advertising campaign and the total package comes at a small discount on BDC's normal competitive trade prices—£92.50 excluding VAT. Trade prices for items in the pack range from £4.29 to £12.17.

The pack comprises two D1 electric toothbrushes, two PGC1000 compact hairdryers, two Synchron S men's shavers, two White Lady Elegance ladyshavers and one Sprint battery-mains shaver.

BDC are also introducing monthly special offers—"price busters"—at as much as 25 per cent below normal trade prices. Among the items in the September list are Braun PGC1000 and Micron shaver, Carmen hairdryers, Dreamland and Monogram electric blankets and Moulinex hairdryers. Details will appear in "BDC Times". *British Distributing Co, BDC House, 590 Green Lanes, Haringey, London, N8 0RA.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Alka Seltzer:	All areas
All Clear:	All areas
Anadin:	All areas
Aspro Clear:	A
Body Mist	All areas
Clairelle:	M
Crest toothpaste:	Y, A
Fiesta towels:	All areas
Head & Shoulders:	Ln, M, Y, A, U, CI
Oil of Ulay:	Ln
Sine-off:	Ln
Sucron:	Ln, A, Lc
Thick Parazone:	All areas
Topex:	All except Sc
Vitapointe:	All areas
Zest toilet soap:	M, Lc, Sc

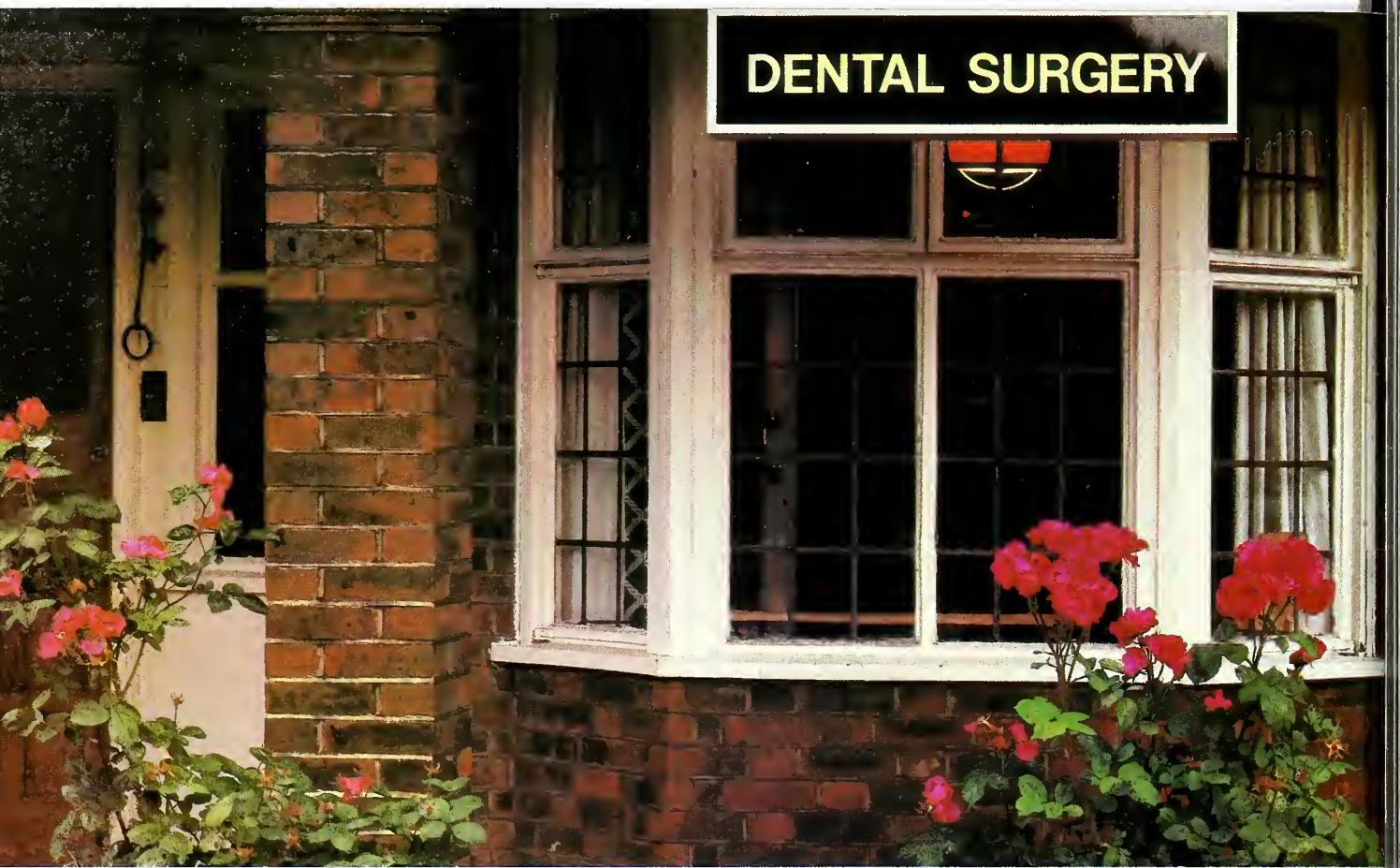
box clever



Fancy Free stacks up better than ever before! Why?

- Now in a striking cardboard pack to give
 - stacks more display opportunities
 - stacks more shelf impact
- Now with stacks more advertising and promotional support.
- And following recent massive sampling promotions, stacks more girls and women want to try Fancy Free!
So be ready for the increased demand!
Stock the small stick-on that stacks up!

New Fancy Free by Dr. White's.



DENTAL SURGERY

**Who do you think
best advice on de**

Smart, Keen & Flash

PRACTITIONERS IN ADVERTISING

Dentists recommend Oral-B more than any other toothbrush because they know, as professionals, that no other brand can care for their patient's teeth better.

As well as giving us a lot of satisfaction, it gives you a lot of Oral-B sales.

People act on their dentist's advice and once they've switched to an Oral-B brush they stick with it.

That's something even the most expensive advertising campaign could never hope to achieve.

Why do dentists prefer Oral-B?

Dentists prefer Oral-B brushes because, basically, dentists helped us design them.

Everything a dentist thinks essential in a good brush we have included in ours.

A range to satisfy everyone.

In the Oral-B range you'll find no less than seven sizes of brush, including an interproximal, as well as high quality dental floss and disclosing

gives the tal care?

tablets. Together, they cover every aspect of efficient dental care.

You'll find that your customers won't just ask for an Oral-B brush by name.

On their dentists recommendation they'll ask for it by name and size.

And because they know exactly what they want, no amount of persuasion will make them switch brands.

Oral-B users brush more regularly.

And buy brushes more regularly.

Oral-B users, in general, have a keen interest in dental



Oral-B 10 (Sulcus) Baby's first brush. 20, Child's brush. 30, Young person's brush. 35, Ideal brush for adults. 40, larger brush for adults. 60, Extra large brush for adults. Interproximal brush.

hygiene. They tend to brush their teeth more often and, more important to you, buy new brushes more often.

The typical user will change brushes four times a year—that's four times the national average.

So by stocking our full range you can expect more turnover and more profit.

Which brand should you stock?

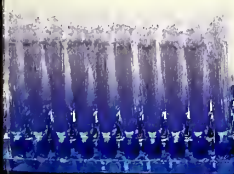
Obviously we believe that any retailer who doesn't stock the Oral-B range is missing out on a great sales opportunity.

But don't just take our word for it. Next time you visit the dentist do what thousands of people the length and breadth of the country do every day.

Ask him which make of toothbrush he recommends.



The world's first name in dental care.



Small head to clean
ed particles from tooth
eices and difficult to
ach areas.

Unique squared head design with
rounded corners and flat brushing
surface for maximum filament contact
with tooth and gum margins.

Flexible filaments
densely packed to ensure
more effective plaque
removal.

End-rounded high
quality nylon filaments
which are gentle on gums.

Straight, firm handle to
ensure just the right degree of
guidance and pressure for
effective brushing.

the ideal image...

Preci Ware[®] mirrors

reflect on Preci for customer appeal

Preci Ware present a completely new range of mirrors and bathroom cabinets – beautifully designed for customer appeal and packaged for an eye-catching shop display.

Preci mirrors are durable and attractively designed in six colours. They are high quality 100% British products which belie their price.



Please send me further details of Preci Mirrors and bathroom cabinets. ☐

I would like to discuss Preci Mirrors and Bathroom cabinets with one of your representatives ☐

(Please tick appropriate Box)

NAME

POSITION

ORGANISATION

ADDRESS

TELEPHONE No.



Preci Ware[®]

Chapel Street, Syston, Leicester LE7 8HN

Telephone: 0533 607911 Telex 342125 Preci G

COUNTERPOINTS

Tender Touch addition and Nivea offer

Smith & Nephew are adding an economy size pleats to their range of cleansing wool products.

The economy pleats (£0.67½) are packed in cases of 30 and produced in the same 70 per cent cotton, 30 per cent viscose formulation as the existing pleat. The product has an average weight of 200g and the existing pleat averages 75g. Merchandising support will include shelf edgers and stickers to use with the Tender Touch "space savers", distributed by the sales team.

All standard packs of Tender Touch cleansing wool will feature a trial size offer for Nivea lotion, this autumn. Flashed packs carrying details of the offer will be available to retailers. For £0.25 plus two proofs of purchase from the flashed packs, consumers will receive a 60ml trial size of Nivea lotion. No closing date has been specified for the offer.

POS material in the form of a combined shelf-edger and wobblers, with the wobblers announcing the offer, has been devised to support the promotion.



At the end of the promotion period, the retailer may detach the wobblers, leaving the shelf-edge strip.

During the promotion period, all packs will be marked with the offer, unless the retailer specifically requests otherwise. *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

Agfa cassette competitions

Agfa-Gevaert are launching a promotion for magnetic tape cassettes in September with competitions for the trade and consumer.

Based on the theme "Agfa cassettes sound perfect", the promotions will be backed by national consumer and trade press advertising.

The trade competition runs for eight weeks from September 22 and carries first prize of a holiday for two in the United States. There will also be 200

second prizes of a game compendium and 5,000 runner-up prizes of Agfa twin-pack playing cards. Orders for 30 Agfa + 6 blank cassettes will result in a prize denoted by a ticket. POS promotions include a roundel and circular shelf wobblers.

In the consumer competition entrants have to ring the differences between two illustrations and complete a tie breaker. Entries have to be enclosed with an Agfa + 6 index card as proof of purchase. Prizes include Toshiba audio equipment and the competition runs until December 31. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.* ■

Reactolite Rapide name changes

The Reactolite Rapide range of three photochromic glasses, manufactured by Chance Pilkington, are to be marketed under their own individual identifying names later this year.

The original grey Reactolite Rapide glass is to be called Reactolite Rapide grey 90 to avoid confusion with Chance Pilkington's new grey pre-tint

version of Reactolite Rapide glass, aimed specifically at the sunglass market, which is to be launched later this year as Reactolite Rapide grey 70.

Chance Pilkington's new brown Reactolite Rapide glass will be called Reactolite Rapide Brown 90. To help consumers differentiate between the glasses at POS, Chance Pilkington are producing identifying lens cling tickets for each version. Both new versions will be available in sunglass for the 1981 season. *Chance Pilkington Ltd, St Asaph, North Wales.* ■

Bonus and holiday chance from M & B

A chance to win a week in Washington DC and OTC bonus terms are being offered by May & Baker.

The bonus terms are a "10 for 9" offer on 125ml packs of Phenergan elixir and compound and Tixylix and will apply to all orders placed between September 8 and November 21. Mixed orders will qualify and there are bigger bonuses for quantities greater than 100 packs. Orders will be serviced by wholesalers.

A week in Washington, for two, will be offered to two winners of a competition. The winners and their companions will spend seven nights in a central hotel in Washington in the Spring of 1981. As with the bonus terms, this competition is offered to retail pharmacists only. *May & Baker Ltd, Dagenham, Essex.* ■

Playtex do better in drug stores

Playtex tampons are performing much better in drug stores than chemists according to statistics released by the company for the May-June period. In drug stores the company claims to have achieved a 10.4 per cent share of the tampon market compared to a 4 per cent share of the combined chemist/drug store market. The company also claims there has been a 6 per cent growth in the total tampon market during the four months since the launch of Playtex—compared to the corresponding period last year. *Playtex International, 36 Chertsey Road, Woking, Surrey.* ■

Fabergé rallycross support for Brut

Fabergé have confirmed their continuing commitment to champion rallycross driver Dave Fuell, who this year enters rally driving for the first time. He joins other top sports stars such as Kevin Keegan, Henry Cooper and speedway racer Tony Briggs in promoting Brut 33, for which he features in new "splash it all over" promotional material. *Fabergé Inc, Ridgeway, Iwer, Bucks SL0 9JG.* ■

SHOP EQUIPMENT

Snap-Tite unit from Church

Church's have added a new display unit to their Snap-Tite range of equipment.

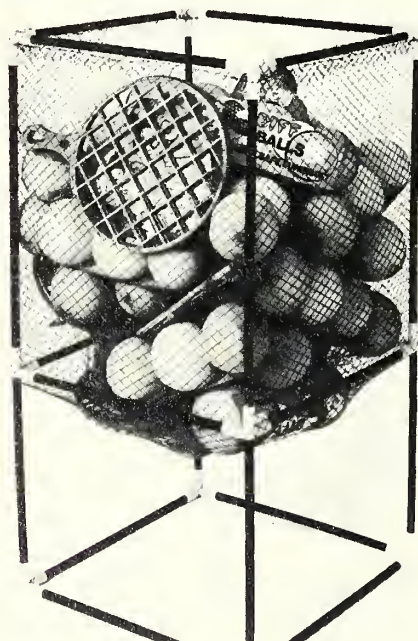
It is a lockable, glass-fronted, wall-mounted cabinet with multi (glass) shelving, sliding glass doors and a choice of suede-finish interiors with or without built-in lighting. The frame is finished in white laminate with aluminium trim and is available in a four ft module only.

Matching base storage cupboards are offered with a choice of shelving and sliding doors, or drawer units—either two x two ft deep or three x seven inches deep. *Church & Co (Fittings) Ltd, South Street, Reading, Berks.* ■

Counter leaflet

Northfleet have published an illustrated leaflet on their range of showline counters and display units. Over 60 standard items of equipment are listed in the publication. *Northfleet Group, Tower Works, Lower Road, Gravesend, Kent, DA11 9BE.* ■

This free-standing unit for "light objects" is available in round, triangular, square or oblong shapes. "Custom" models will also be made to order. *Keenets Ltd, Furlong House, East Street, Warminster, Wilts BA12 9BY*



Cassettmaster "brings product and advertising support together where it will have the greatest impact—at the POS". At the centre of the system is the product message, which can be either video or film. Both formats are operated in a continuous running basis with no manual rewinding necessary. It is available as a standard unit on wheels or can be designed and built to any specification. *RT Display Systems Ltd, 212 New Kings Road, London, SW6 4NZ*

Christmas display

Hallons are offering a range of Christmas display materials to give impact to Christmas promotions. It includes printed posters, tickets, hanging banners and showcards and these are supported by a new Santa design scheme.

They also market a selection of metallic Christmas displays—the existing range of blue/silver decorations has been expanded and is now supported by a cerise/silver selection of chandeliers, wall stars and garlands. *Hallons Ltd, Perry Road, Harlow, Essex.* ■

Quadrant plinth systems are supplied in sets of four complimentary units. A range of sizes is available, manufactured in Perspex, in a large range of colours and in Scandinavian ply, with a natural eggshell finish. Sets are available from £13 to £160. *Oracle Display, 7 Regents Bank, Gravel Lane, Wilmslow, Cheshire*

Flatbed imprinter

Dymo Business Systems have introduced a new, "low-cost" flatbed imprinter which: "combines all the advantages of cheque verification and credit card acceptance with a number of improvements in design."

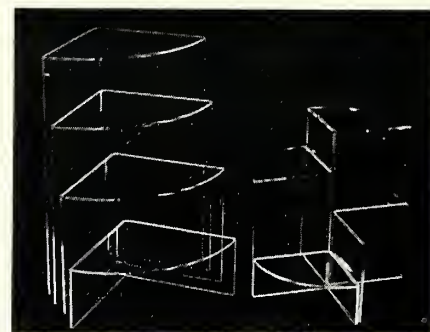
The Farrington model 1000 simultaneously imprints the cheque card number, retail location and authorisation details onto the cheque. The same machine will also accept all kinds of credit card and form-set size for rapid processing of the growing number of credit card sales.

Dymo say that to produce a perfect transcription every time, the machine holds cheque card and cheque or credit card and form-set exactly in place, while all details are imprinted. This is done with either a single-pass hand movement or double-pass movement—there are both designs to choose from. The machine incorporates an adjustable ink roller and also has a "unique" station plate holder for printing the location and authorisation details which can accommodate all commonly-used location plates.

The desk-top machine, which has non-skid rubber feet, measures 13 in by 6 in. *Dymo Business Systems Ltd, Browells Lane, Feltham, Middx.* ■

Sign brochure

Under the heading "Signs To Conjure With . . .", Cowling have produced a brochure outlining the services and products available from the company. Each colour spread shows a variety of signs and their positioning within the environment. Photographs are also used to show specific signs as samples of co-ordinated corporate signing programmes. *Cowling Signs & Displays Ltd, Fircroft Way, Four Elms Road, Edenbridge, Kent.* ■



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50p off

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You can choose from three Lady Jayne units - each with a different stock value - to suit any shop or store.

The well-known "spinner" stand is now joined by an elegant free-standing wall unit - and a smaller modular panel for the outlet with limited space.

All of them carry a carefully balanced selection of Lady Jayne products devised to make the most of your display area.

So you'll see that this important business cannot be left to chance... and with Lady Jayne you simply can't go wrong. Choose a stand. Display it. Keep it well stocked.

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Greater convenience, more efficiency

The small size of the new Mini-Cartrix disposable syringe, reduces storage problems and aids your ability to match stocks with demand.

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influvac[®] - effective protection against flu.

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Indications: Prevention of influenza, especially in persons suffering from chronic bronchitis and other 'high risk' conditions such as heart, chest or renal disorders, the elderly, key personnel. **Presentation and Basic NHS costs:** Single dose pre-filled syringes £1.70. 10 dose (5ml) vials £15.60. 50 dose (25ml) vials £73.50. Product Licence No. 0512/0051

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Sassooning is the big success in haircare.



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PROOF

Success in the marketplace.

The Vidal Sassoon Hair Care range is an outstanding success in chemists, Independent Research shows:

* Month by month, consumer sales increased from January 1980 to a new sales peak in June.

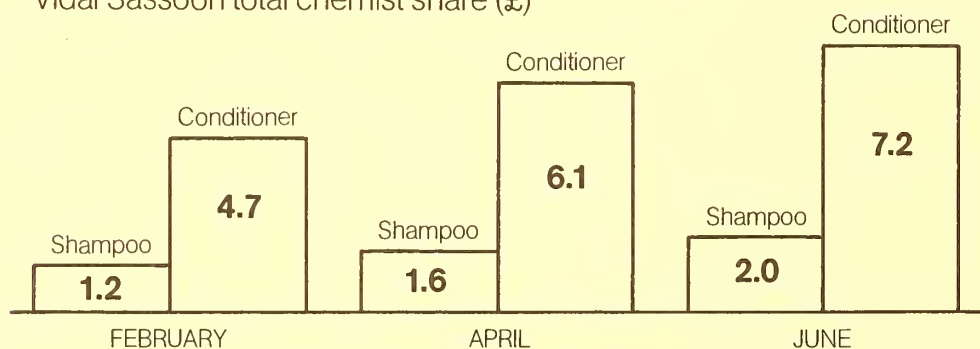
* Chemists are selling more Vidal Sassoon products at an increasing rate. Unit sales are up on average over 40% since January.

* Sassoon leads the premium price conditioners market! Vidal Sassoon takes more money per chemist stocking than Flex. Bigger market shares than Klorane and Wella Ultra care.

* Where stocked Sassoon is taking £20 in every £100 in conditioner sales.

THE FIGURES **PROVE** IT!

Vidal Sassoon total chemist share (£)



Source: Independent Research

Vidal Sassoon outspends all other premium brands.

This year Vidal Sassoon has outspent all other premium brands according to independent MEAL figures. And another £500,000 TV and press campaign starts in September. No one can match the support we are giving our brand!

THE FIGURES **PROVE** IT!

More and better promotions.

Major promotions throughout 1980 make Sassoon the brand that is changing the market. A 3-page editorial feature in Woman, one of the largest circulation womens' magazines, in early September will offer a free Protein Pac and a 30p coupon to 60,000 readers. On-pack offers and a superb gift set all available this Autumn to boost sales.

LET YOUR FIGURES **PROVE** IT!



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THE FIGURES **PROVE** IT!

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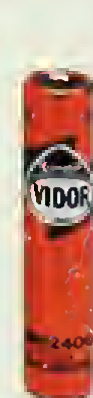
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PP3



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8



991



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But do it right away.

TESTED TWICE SO THEY'LL NEVER LET YOU DOWN

Evaluating food and drug interactions

by A. Li Wan Po, BSc, PhD, BPharm, department of pharmacy, University of Aston

Food can interact with drugs in two major ways, pharmacologically and pharmacokinetically. The first can be most conveniently exemplified by the well known interaction between monoamine oxidase inhibitors (MAOIs) and tyramine-containing foods. The result is the elicitation of an adverse reaction which in this case may be a hypertensive crisis. The danger inherent in this type of interaction is well documented and has led to the issue of warning cards whenever MAOI drugs are dispensed.

The second type of interaction leads to a change in either the rate or the extent of absorption of a given drug. Such pharmacokinetic interactions often have pharmacological implications, so that the division adopted in this article must necessarily be broad. The MAOI/tyramine type of interaction has been well covered in the literature and will not be discussed further.

Although the scientific study of food and drug interactions is of relatively recent origin, the knowledge that they do occur is age-old. Pharmacists and doctors have for a long time been advising on how best to take drugs in relation to meals. Such advice has generally been based on clinical experience but the scientific basis of some of the recommendations is now becoming clearer. Several reviews on food and drug interactions aimed at various readerships have appeared in the literature (1,2) and tables taking some of the information into account have been compiled in the form of additional labellings (3,4).

Background

Two advantages of such tabulations are that they provide a rapid method for identifying potential interactions and that they take into account other factors such as adverse side-effects induced by the drugs. Thus, although food may interfere with the absorption of certain drugs they are nonetheless recommended to be taken with meals because of their gastric irritancy. The main disadvantages of tables however is their rigidity. The advice given is based on the authors' experience and personal judgment and most authors of such listings will agree that they can never be comprehensive. This article is an attempt to present some of the background information which

may be useful to pharmacists when evaluating reports of food and drug interactions, leading hopefully to improved instructions for the patients at the point of delivery, that is in the pharmacy.

The amount of drug that reaches the systemic circulation following oral dosing is dependent on several factors including the dosage form, the physical form of the drug and the rate of gastric emptying under certain circumstances. The study of the gastro-intestinal absorption of drugs and the study of the effect of formulation variables on drug delivery performance have attracted much research effort. The results of these studies together with more recent work on the time course of drug levels in the systemic circulation provide the foundation for rationalising some of the observed food and drug interactions.

Physiology

The gastro-intestinal tract is a specialised organ for the digestion and absorption of food substances. Food reaching the stomach encounters an acid medium usually quoted as having a pH value of around 1.5. However, wide fluctuations are observed especially following food ingestion (5). Solid food is converted into chyme in the stomach and is then squirted into the duodenum. Food on its way from the stomach to the small intestine meets environments with a higher pH. Duodenal pH, for example, is around 5.5 while the ileum pH is about 7.

It is customary to review food and

drug interactions under drug categories (1,2) because of the difficulty in ascertaining the exact mechanism of interaction. The observed plasma profile is indeed more frequently multifactorial. An attempt will be made in this article to discuss food and drug interactions from a mechanistic point of view.

Factors to consider

■ *Alteration in gastric emptying:* Many of the observed food and drug interactions can be related to food induced delays in gastric emptying. Whether a delay in gastric emptying will be translated into a delayed or reduced absorption will depend on various factors including food composition, the ionisation characteristics of the drug, the stability of the drug and its dissolution profile. Factors which affect gastric emptying have been reviewed in detail by Hunt and Knox(6).

For a drug to be absorbed it has to be in solution and in the non-ionised form although the active transport of ionised molecules has been described. The intestinal membrane, like all biological membranes, acts like a lipoidal barrier and is therefore only permeable to molecules with sufficient lipophilicity (oil solubility). The extent of ionisation of drugs with weakly acidic or basic functions, for example aspirin and promethazine, will depend on the pH of the solutions they find themselves in.

The extent of ionisation is defined

Continued overleaf



'A rather unhappy case of interaction'

by the ionisation constant, K_a , which is more commonly expressed as its negative logarithm, the pK_a . Thus for a weak acid, HA, the K_a is given by the ratio $[H^+][A^-]/[HA]$ and its pK_a as $-\log [H^+][A^-]/[HA]$. The relationship between the pH and the pK_a is often expressed as the Henderson-Hasselbach equation which for a weak acid is given by:
 $pH = pK_a + \log [A^-]/[HA]$ where $[A^-]$ is the ionised acid.

For our purposes all the bracketed terms can be regarded as concentrations in solution. The equation indicates that because for most practical purposes the pK_a is a constant, for a given acid, an increase in pH will increase the $\log [A^-]/[HA]$ term. This can only take place by an increase in ionisation.

For a weak base, B, the corresponding equation is given by:
 $pH = pK_a + \log [B]/[BH^+]$ where $[BH^+]$ is the ionised base.

Unlike a weak acid therefore, a weak base will ionise to a larger extent in the more acidic solutions.

The pH therefore plays a crucial role in determining whether a weak acid or base will be in the ionised or unionised form. This in turn will determine whether the drug will be in a soluble and absorbable form. If a drug is in solution in both the stomach and the small intestine, then a delay in gastric emptying will delay the rate of absorption because of the much larger surface area provided by the microvilli of the small intestine relative to the stomach. The ionisation process is generally much more rapid than the dissolution step so that the determinant is normally whether the drug is in solution or not.

It is worth noting that the requirement for solubility (ionisation) in the intestinal aqueous medium is at variance with the requirement for absorption through the gastro-intestinal membrane, that is non-ionisation.

Complications

For most drugs the picture is complicated by the fact that the unionised species has a very low water solubility. Consider a weak acid HA which, in the unionised form, is only weakly soluble. Its dissolution rate in an environment which is sufficiently acidic to maintain the drug in the unionised state will also be slow. For most weakly acidic drugs such an environment is provided by the stomach. A delay in gastric emptying will therefore delay the dissolution of such drugs since the intestinal pH, which is more favourable to the dissolution process because of its effect on ionisation, is encountered later. A prolonged gastric residence may on the other hand

accelerate the absorption of basic drugs by increasing the dissolution and hence the amount of drug in solution when the chyme is delivered to the small intestine.

A delay in gastric emptying will expose acid-labile drugs to the low pH environment of the stomach for a longer period so that decomposition is increased and the amount available for absorption therefore decreases. Drugs in this category include penicillin G and erythromycin.

The absorption of some drugs is limited to specific segments of the small intestine. If the absorption sites are easily saturated then the amount of drug absorbed will depend on the length of time the drug is in contact with those sites. The absorption of riboflavin is thought to take place only at specific sites in the small intestine so that a delay in gastric emptying improves absorption(7). A similar mechanism is thought to operate in the reported food induced improvement in hydrochlorothiazide bioavailability (8).

■ *Altered dissolution induced by food components:* Some drugs are almost water insoluble and are non-ionised at all pH values. For these drugs the fat content of meals may increase dissolution and therefore absorption. This has in fact been reported to be the case with griseofulvin (11). A further mechanism which may be involved here is solubilisation by the cholic acids formed in response to food.

■ *Mechanical interference with disintegration and dissolution:* The disintegration step leads to the formation of a larger surface area which helps in the dissolution process. Food may interfere with this process by interfering with fluid access to the solid dosage form or by mechanically helping to break it down. It is surprising therefore that data derived from one dosage form are often extrapolated to other dosage forms without justification. The fact that some reports of food and drug interactions fail to define the dosage form used is even more disappointing.

■ *Complexation, adsorption and precipitation:* Food rich in multivalent metal ions can be expected to interact with drug molecules able to form sufficiently stable chelates. Similar complexation can alter the physical properties of a drug sufficiently to interfere with its absorption. The overall result will depend on the relative lipophilicity of the resulting complex and its molecular size and diffusion characteristics. A well known example of a chelate type of interaction is provided by that between tetracycline and dairy products (12). The precipitation of zinc phytate when zinc salts are taken with brown bread rich in phytate,

leads to an inhibition of zinc absorption (13). Adsorption of drugs onto indigestible food components, thereby reducing availability, can also be expected but is difficult to prove.

■ *Altered disposition:* Following absorption, drugs are generally conveyed to the liver via the portal vein. In the liver the drugs are metabolised before passing into the systemic circulation. The extent of this first-pass metabolism is high for some drugs. Food can interfere with this step and two mechanisms have been postulated. The first has been put forward to explain the increased absorption of propranolol when administered together with food (14). The splanchnic or visceral blood flow increases after food ingestion. This increase is thought to improve availability possibly by the simultaneous increase in hepatic transit and decrease in metabolism.

Food such as charcoal-broiled meats which are high in polycyclic hydrocarbon content are known to stimulate the activity of hepatic enzymes responsible for drug metabolism. Such foods may therefore decrease the availability of some drugs and examples include theophylline and phenacetin (15, 16).

■ *Competition for absorption sites:* An important example is provided by the observation that an increased protein intake interfered with the control provided by L-dopa in patients suffering from Parkinsonism. The explanation put forward is that the products of protein metabolism compete with L-dopa for the limited intestinal absorption sites for the drug.

■ *Reduction in side-effects:* Lithium ion is known to induce diarrhoea. The increase in absorption when given with food has been explained by the lower incidence of diarrhoea when this method of administration is used. It is interesting to note that this is one of the few examples where improved absorption is compatible with a reduced incidence of side-effects.

Conclusion

The mechanisms by which food can interact with drug absorption can be quite complex. This is even more so because the overall result is normally the product of several interacting processes and as yet there is no way of predicting how food will affect the absorption of a given drug. The results of the research carried out recently have, however, made it clear that many of the earlier attempts to make predictions from limited data were quite unjustified. It is unwise not only to extrapolate the observations obtained for one drug to another but also to assume that the data obtained with one particular dosage form will hold for another.

■ *A list of references numbered in the text is available from the author.* ■

Three ways to give the best advice on dandruff control.



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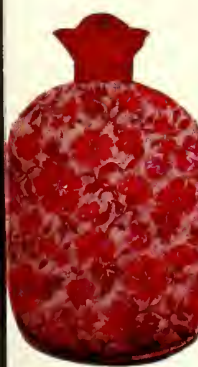
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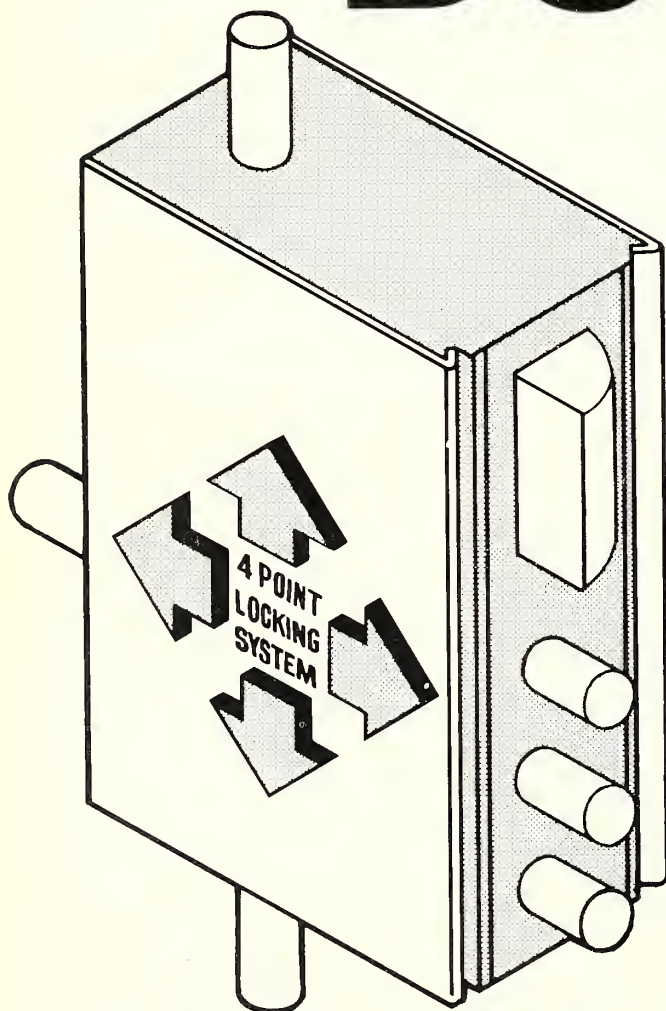
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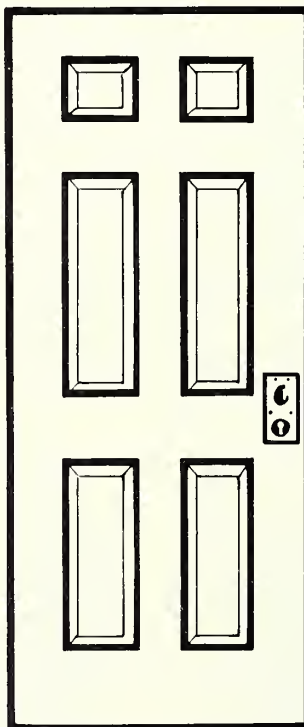
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Factory fitted with its own subframe and complete with weatherseal, security chain and door viewer, the whole unit is ready for fixing in the rebate of a conventional doorframe. The internal timber and polyurethane construction provides greater thermal insulation value than conventional doors. Security, energy conservation and good looks will be the standard for doors of the future - Magnafort is available now!

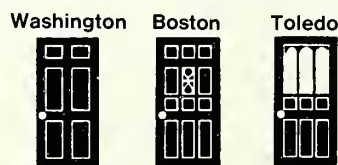


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New ranges for shop and dispensary — and two case histories

Following extensive research into the merchandising requirements of the modern pharmacy, Northfleet Group — manufacturers of Showrax display equipment — have launched a “stylish and contemporary” range of counters and display cases called Showline Super. Constructed to a high specification and quality, the units are designed to enhance the appearance of the outer shop area.

Principal features of the new equipment are the wide degree of flexibility and the number of available options within the basic items. For example, the new counter is available as a basic carcass to which may be added a solid or glass front, shelves or drawers, and the counter top may be fitted with many permutations of glass binning or service areas.

Individuality

Throughout the range particular attention has been paid to the decor, enabling a shop interior to range through a full spectrum of design styles and allowing a degree of individuality to be achieved without resorting to tailor-built interiors involving expensive designers.

Showline counters and display

Dispensary “dry” fittings which complement new Showline Super counter range (right).

cases, previously only available in a teak finish, are now constructed from cream-coloured melamine, providing the option for a range of coloured laminates to be applied to fronts of counters, drawers or cupboard doors. Counters and cabinets may also be lined with a wide variety of textured materials such as imitation suedes and velvets to give a luxurious setting for merchandise. Similar treatment may be extended to back sheets and canopies.

Items in the range include:

Counters: Solid or glass-fronted units supplied in 4ft or 6ft lengths, 20in deep and 36in high. Both types accept glass binning and various combinations of stock drawers and shelves can be specified for the rear. Glass-fronted counters have adjustable glass shelves and lockable sliding doors. A compatible 2ft cash-and-wrap unit is also available.

Drawer/cupboard units: 16in high and available in 39 or 48in nominal lengths and 18 or 21in depths. Both accept glass binning and are designed to rest on a base shelf.

Wall cabinets: Available in 39 or 48in nominal widths to fit between standard Showrax uprights; wall cabinets measure 30in high and 10in deep.

Two adjustable glass shelves are provided in each side; alternatively, four removable film dispenser units may be fitted.

Wet and dry areas

To back the front-shop range, Showrax have a new range of dispensary equipment. Designed on the same modular principle as the company's retail display systems, the basic units utilise standard factory-made components enabling a dispensary to be constructed in a single day without specialist carpentry. Screening walls can be devised from free-standing units with display shelving serving the shop area on the one side and dispensary equipment on the other.

Designed to accommodate “wet” and “dry” activities, the range comprises: —

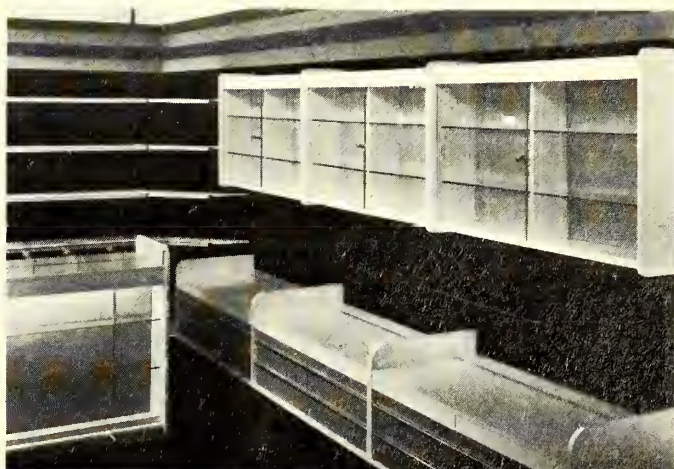
Stainless steel, double-bowl sink unit: meets legal requirements and may be incorporated into a work surface, in which case a splash-back and skirt are provided. A removable drainer attachment for glassware fits either bowl.

Work tops: adjustable for height to prevent backache and have a rounded leading edge for comfort. Finished in blue laminate to prevent glare and eye strain and to facilitate surface cleaning.

Dispensary shelves: A range for winchesters and smaller bottles produced specifically for those pharmacists who requested a one-piece shelf without joins, seams or grooves to collect dirt. They are finished in a wipe-clean, laminate surface and can be adjusted for height or removed completely for cleaning.

Cupboard and drawer units: Provide under-bench storage space. Finished in white, both units measure 26in high x 18in deep x 24in wide. The cupboard unit is fitted with one adjustable shelf, while the drawer unit has five drawers.

Dispensary stepped shelving: Shelves of 6in, 9in or 12in depths hold small





"Before" and "after" pictures of Moore's Pharmacy refit carried out in March this year.

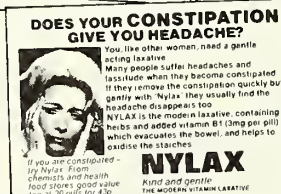
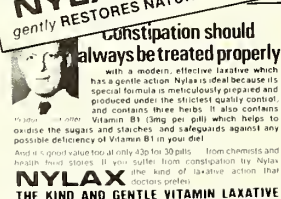
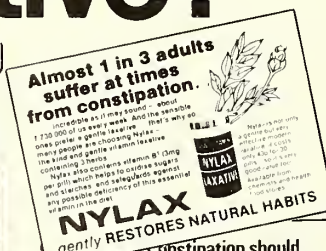
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Case histories— making the most of a little

In launching their new ranges, Northfleet have reported on the experience of two recently refitted pharmacies. What can be done with a small shop is amply demonstrated by the before-and-after pictures of Moore's Pharmacy in Richmond, Surrey. The proprietor, Mr Kesh Jethwa, MPS, says: "Average weekly takings exclusive of prescriptions immediately before the refit were £480. The month following the installation, my average weekly turnover was £720—an increase of 50 per cent. And it's still increasing..."

Mr Jethwa first encountered Showrax systems in 1972 when some secondhand equipment was installed in the first shop he acquired in Kingston-upon-Thames. In March of this year he took over his third premises in Lower Mortlake Road, Richmond, and contacted his local Showrax consultant to discuss exploitation of the shop's potential. The plan which resulted took into account the local catchment area, the customer profile, and the relative importance of different product lines. And when work was completed, Mr Jethwa recalls, "the pharmacy was completely transformed—even the previous owner could not believe it was the same shop. Patients waiting for prescriptions make far more

Concluded on p363

Isn't it time you gave your sales a vitamin boost?

As you know, the neighbourhood chemist is more than a local shop. It's a professional institution. So it's inevitable that your customers expect your shop to be cleaner and more efficient than other stores.

But that can be a problem in a smaller, busy chemist. And if your shop is not seen to live up to your customers' expectations, they may well take their custom elsewhere, resulting in reduced profits for you.

How can you prevent that happening? You need attractive shopfitting equipment to display your stock at its best. You need a shop layout which ensures that all your products are easily available to both customers and staff. And you need them designed to work together in such a way that your shop can be kept clean, neat and attractive with the minimum of effort, so your staff have more time to provide a good efficient service.

In short, you need Showrax.

Showrax is part of the Northfleet Group, a company whose unrivalled expertise and up-to-date designs in shopfitting over the last 20 years have made it the market leader. It's a position we're proud of. A position which we reinforce day after day by helping to increase the profit of our customers. And we mean to keep that record.

Which is why Showrax employ 45 specially trained regional sales consultants, always available to solve your specific problems, and back them with equally highly

trained designers, production staff and installation teams.

It's also why our Showrax range is being continually updated, redesigned and expanded to meet modern retailing needs. And to make sure you receive the best products at the lowest possible prices, everything from buying the raw material to final installation is carried out within the Northfleet Group.

It all adds up to increased sales. And with that sort of boost, your profits will be a great deal healthier.

Get the full facts by sending off the coupon today.

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CD 6/9

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There are all kinds of colds. Vicks have the treatments for them all. Treatments your customers know they can trust to work, and you know you can trust to sell.

Are your shelves ready for the biggest ever demand for the Vicks family?

TRUST VICKS—A TREATMENT FOR EVERY COLD.



Shopfitting *Concluded from p360*

impulse purchases "because they are encouraged to spend their time browsing. Every cubic foot has been used to its best advantage and the extra display space has enabled us to increase the range of lines carried and the choice presented to our customers."

Turnover up 25 per cent

The second case history illustrates the application of leasing to shop fitting. It was the method of financing chosen by Mr Indu Shah, proprietor of Silverman Chemist, 46 The Market, Rose Hill, Sutton, Surrey, for his third shop—and he is delighted with the effect of the refit on turnover. "It is now two-and-a-half times the level at which it was at the time of the refit 18 months ago," he says. He also feels that the benefits of leasing are obvious. "The payments are fixed and can be

offset against tax. So why spend capital when you can retain it for other uses? After all, the purpose of a refit is to make extra shelf space, which means more stock. And that means a requirement for more cash."

Showrax equipment can be leased from Maidenhead Finance, a company associated with the Northfleet Group and a well-established finance organisation in its own right. As an introduction to the subject of leasing, Northfleet have issued an 8-p brochure "Showrax: a guide to leasing", covering the leasing contract and its major benefits.

Other new literature from the group includes "Showrax for the Modern Pharmacy" (a general introduction to the subject with colour photographs showing the effects that can be

Mr Indu Shah, proprietor of Silverman Chemist, Sutton, who leased his display equipment at the time of a Showrax refit 18 months ago. Since then, turnover has increased by two-and-a-half times.

achieved) and a companion equipment sheet listing all Showrax display and dispensary equipment. Copies of the brochures may be obtained from Northfleet Group, Tower Works, Lower Road, Gravesend, Kent DA11 9BE. ■



US NEWS

Wider use of THC recommended

A Food and Drug Administration committee in the United States has recommended that wider use of the cannabis constituent, Δ^9 -tetrahydrocannabinol, should be allowed in treating nausea and vomiting due to cancer chemotherapy.

If the recommendation, made by the Oncologic Drugs Advisory Committee, is approved, THC would be available for an estimated 50,000 patients. Distribution would be through hospital pharmacies and would

be monitored by the Justice Department's Drug Enforcement Administration. However, the drug would remain investigational, or "experimental." Although several drug companies have discussed, with the FDA, the possibility of submitting a new drug application for either THC or a synthetic version, no firm has yet submitted one. By law, THC must remain "experimental" until such an application has been approved.

THC has been used experimentally for nearly ten years to treat nausea and vomiting in cancer patients undergoing drug therapy. The Cancer Institute now wishes to make it available to a greater number of patients and this requires FDA approval.

The Cancer Institute presented the results of seven studies, including a total of 356 patients, to the Advisory Committee. In five of them, THC in capsule form had superior anti-emetic effects compared to a placebo or phenothiazines. The Institute estimates that of 100,000 persons undergoing chemotherapy, 50,000 have nausea and vomiting problems that are not helped by conventional drugs. ■

FDA wants warning on bubble baths

The Food and Drug Administration will require, next year, that bubble bath products carry a warning that prolonged use may cause irritation.

Medical reports and complaints from consumers have shown that bubble bath products may be associated with skin irritation and urinary tract infections. The problem ingredients are the foaming agents themselves which, particularly with long and repeated exposure, can remove the skin's natural oil and cause drying, fissuring, irritation and inflammation.

The label warning required is: "Caution—use only as directed. Excessive use or prolonged exposure may cause irritation to skin and urinary tract. Discontinue use if rash, redness, or itching occur. Consult your physician if irritation persists. Keep out of reach of children." In the case of products intended for use by children, the phrase "except under adult supervision" may be added at the end of the last sentence. This cautionary statement must be added by August 19, 1981 (one year after publication of the regulation in the federal register). Any product shipped in interstate commerce after that date must carry the label warning. ■



Mrs Linda Beale of Chislehurst, Kent being presented with her prize as winner of the Savory & Moore/Vidal Sassoon hair care competition by Mr Robin Jenner, area manager for Savory & Moore. Mrs Moore won the first prize of either a weekend in London for two or a "Bargain Break" weekend for two.

Care when employing the self-employed

Care has to be taken by employers when engaging someone to work for them and arrangements are entered into to treat the person so engaged as self-employed.

In a recent case, an employer agreed with an individual that their relationship would involve the individual being treated as self-employed. This meant that the employer did not make deductions for PAYE nor was a deduction made for national insurance contributions. After some time the relationship was ended by the employer.

Subsequently, the individual concerned claimed unfair dismissal compensation. The employer, of course, stated that there was no question of dismissal since the individual was not an employee but a self-employed person who could therefore not be "dismissed" as such.

The Tribunal ruled that it was not sufficient to look merely at the form of the relationship but what was actually happening in practice. Because the employer not only had control of *what* the individual did but also *how* he did the work, that individual was in essence an employee. He could be technically dismissed and therefore could claim unfair dismissal compensation.

The effect of this decision goes far wider. The Inland Revenue can now step in and claim that as the individual was an employee, PAYE should have been deducted and social security contributions paid on a claim by the Department of Health and Social Security. If the proper contributions cannot be obtained from the individual, then the employer could be faced with a hefty bill.

PAYE coding

Difficulties can be caused when employees take up employment and fail to produce their P45 to enable the employer to put them on proper PAYE tax coding immediately. Emergency coding has to be given and it is often several weeks before a proper coding is established. From April 1981, a new procedure is to come into effect which will ameliorate this position.

If a new employee has not brought

along the P45 the employer will issue a short questionnaire to the employee in question. Apart from reminding the employee to contact his old employer for a P45, the questionnaire when answered will enable the tax office to give a provisional coding if there is likely to be a delay.

Those beginning a job for the first time, instead of being on an emergency code until a tax return has been completed, will, after signing a declaration, receive a single person's code number. Full instructions will be issued to employers in due course by Inland Revenue.

Inflation protection

It is almost impossible for a business or an individual to obtain complete protection against inflation. However, there are two areas where it is essential that steps should be taken to buffer some of inflation's effects.

The first concerns pensions. There are many controlling directors, self-employed business men and senior executives who have taken out contracts under the special schemes which give full relief on contributions as far as tax is concerned with a guaranteed annuity return.

The difficulty is that in many of these contracts there is a fixed pension return at retirement. This means that in days of high or even medium inflation those payments can rapidly lose their value and cause hardship to individuals. It is, however, possible for additional payments to secure regular percentage increases of 5 per cent or 10 per cent so that there is at least some buffer.

It is important to inquire from the insurance company about this as soon as possible since the longer the period until retirement during which payments are made, the cheaper will be the cost. The other area of protection concerns insurance of businesses—the premises, stock, etc.

While insurance companies have constantly drawn the attention of the insured of the need to increase their cover against inflation, the number of businesses which have not done this is extremely and amazingly large. Some business premises for example

have risen in value as much as 40 per cent in the last three years and yet the cover has not been increased. In the event of destruction of the premises through say, fire, the business could be in serious financial trouble through under-insurance.

It is therefore essential to take immediate steps to put this matter right and arrange for the cover to automatically increase annually in line with increased values.

Giving a job back

A question often asked by an employer is, "If I dismiss an employee and a tribunal rules that the dismissal was unfair, am I obliged to give that employee his job back?" The short answer to this is "no". Usually the tribunal will award compensation to the employee and that is the end of the matter. However, in certain cases, the tribunal can order the employer to "re-instate" or "re-engage" the employee concerned.

"Re-instatement" means putting the employee back in the same job on the same terms as before whereas "re-engagement" means merely taking the employee back into the service of the employer.

Must such an order be obeyed? Again the short answer is "no". If the employer decides not to obey the order then all that happens is that he has to pay extra compensation. This position should be contrasted with an order by a Court of Law which if disobeyed would lead to the offender being guilty of contempt of court and facing a possible term of imprisonment.

It should perhaps be mentioned that only a relatively small number of orders are made by tribunals for re-instatement or re-engagement. If the circumstances are such that relationships between the employer and employee are of a nature that there could not be the possibility of harmonious working, then an order will not be made.

Replacement staff

Even the smallest business can be affected by a recent High Court ruling on the replacement of staff. A firm employed a male at £60 per week. On his leaving the employment of the company, he was replaced by a woman

Continued on p367

There's never been a better time than now to modernise your shop

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And it could cost you nothing

Fact; in most outlets we've modernised, turnover has gone up by a *minimum* of 25%. But the profit on an increased turnover of only 5% is enough to pay for your refit in three years. So every per cent over the five in increased profit is yours to do what you like with. And with leasing, lease purchase or hire purchase it can be even easier.



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I want to get things moving.

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Fewer make BPC '80 into a 'holiday'

Attendance at this year's British Pharmaceutical Conference in Newcastle September 15-19 is not quite living up to the high expectations. It is anticipated that there will be some 950 full and day Conference members, with the academics and industry well represented as usual, but with fewer pharmacists making the Conference mainly a "holiday".

Nevertheless, there will be plenty to see and do during the week, with the added attraction for early arrivors of a "chemist window" dedication at St Nicholas Cathedral, Newcastle, on Sunday September 14. The window was originally to commemorate Joseph Garnett—described as a local pharmacist and philanthropist—who was in business in The Side, Newcastle, during the first half of the 19th century. He was a single man and lived above the premises, using money from his business success to help local churches and charities.

The original window was removed around 1960 and taken into storage but it has now been refurbished—depicting only six of the seven Biblical acts of charity which were incorporated in the first window. Funds for the restoration have been raised by the Northumbrian Branch of the Pharmaceutical Society through an appeal in the name of Austin McGuckin, a prominent local pharmacist who died in 1976 and was secretary to the Newcastle Conference of 1960.

Mrs McGuckin will be attending the rededication service, together with the president of the Society, Mr David Sharpe, and the Conference science chairman, Professor P. D'Arcy. The service is being conducted by the Bishop of Newcastle.

Arrangements

The 30-minute service will commence at 2.30pm and, as the Conference office will not be opened until that time, those wishing to attend are asked to go to Castle Leazes halls of residence from where a coach will leave at about 2pm for the cathedral. Alternatively, they may go direct, in which case it is anticipated that

parking should not be difficult.

Conference members travelling by road are warned that it has not been possible to arrange for direction signs to be located at any great distance from the centre. Those travelling from the south through Gateshead will encounter the first RAC sign at Tyne Bridge, and those from the West through Hexham will reach a sign as the dual carriage way ends at the bus terminus. Those travelling from Scotland are advised to approach Newcastle through Otterburn rather than by the A1, then their route will take them within half-a-mile of the halls of residence. ■

'Which?' on waiting

Current hospital waiting list figures compared to actual hospital throughput suggest that, overall, the hospitals of the 17 regions have four to six months work outstanding.

This is concluded by a report in the September issue of *Which?* published by the Consumers' Association. However, the report explains that the wait could be anything from a few days to many months depending on where the patient lives and what treatment is required.

In the main surgical departments in English hospitals about two-thirds of patients from waiting lists are treated within three months and about one in ten waits more than a year. In a survey of 6,000 households, *Which?* found that in 5 per cent someone was currently on an in-patient waiting list. One in five of these people had been waiting for over a year.

The report points out that waiting lists are complicated by patients not turning up. About a quarter who had been waiting more than a year had at some time been offered a bed. ■

Flammable cosmetics

Certain toilet preparations could be dangerous when used near naked flames, work done in the Laboratory of the Government Chemist has confirmed.

Analysis of three after shaves, three eau de Colognes and four "body splashes" for alcoholic content and flash point has shown that they could be hazardous if, for example, the user lit a cigarette after a liberal application. According to the "Report of the Government Chemist" (HMSO,

£6.50) published last week, aerosol hair sprays could also be dangerous if used near an open fire, but a nail varnish remover containing nearly 80 per cent acetone with a flash point of -19°C would not normally be used in such amounts as to be hazardous.

The tests were done as a technical service for the Department of Trade consumer safety unit. ■

Packaging law

An additional 121 chemicals used in industry would be added to the schedule of substances within the scope of the Packaging and Labelling of Dangerous Substances Regulations 1978, under proposals outlined in a consultative document published by the Health and Safety Commission.

The proposals, in the form of draft regulations, will implement an amending European Communities Directive on classification, packaging and labelling of dangerous substances. Risk phrases warning against possible sensitisation effects in the handling of anhydrides and acrylates would also be introduced for the first time. Some changes are also proposed to the specified labelling provisions for certain substances already included in the original regulations.

Comments on the document—"Proposals for Packaging and Labelling of Dangerous Substances (Amendment) Regulations (HMSO £1, plus postage)—are invited by the Commission before November 14. ■

POINTS OF LAW

Continued from p364
doing the same job at a wage of £50 per week.

The woman employee made a claim under the equal pay legislation and although her claim was originally turned down on the grounds that since there was no male employee in the company doing similar work (since he had already left) there was no breach of the equal pay rules, the case went to the European Court. This Court's ruling stated that the woman employee was in fact entitled to the same pay as the former male employee and the British courts had to rule accordingly. Of course, if the work and duties of the woman employee had been changed somewhat then the above ruling would not necessarily apply.

Contributed by a barrister ■

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Diarrhoea ruin our holiday? Not likely!



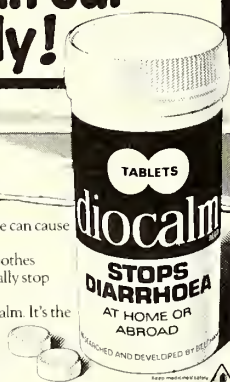
Tummy bugs, strange food or drink, different water... any one can cause holiday diarrhoea and ruin precious days in the sun.

But with Diocalm, that needn't happen. Diocalm not only soothes discomfort within minutes, it works so effectively that it can actually stop diarrhoea in a few hours.

Better be safe than sorry. Going on holiday, always pack Diocalm. It's the kind of remedy doctors recommend - for children and adults.

Only from chemists in the British Isles.

Diocalm stops diarrhoea



One of Diocalm's powerful summer press ads.



A still from the Setlers' relief giving commercials.

Germolene Footspray & All Fresh

COOL PROFIT-MAKERS!

Summer isn't over yet, not by a long way. Which means customers still come in hot foot for Germolene Footspray and for All Fresh Clean-Up Squares. For sticky hands and faces

on picnics and freshening up on long holiday journeys All Fresh are just the job - ask your mum!

The Medicated One

And tired hot feet always welcome the push-button relief of Germolene Footspray. Remember, being the medicated one, it sells doubly well, since it treats Athlete's Foot too.

Extra opportunity

Keep shelves well stocked and, while extra opportunity offers, for cool profits on these warm weather lines.

**STOP
PRESS**

Don't forget ENO, DINNEFORDS GRIPE MIXTURE and ALL FRESH BABY BOTTOM WIPES are great sellers this time of the year. Keep stocks high.

THE OLD ADAGE "It pays to advertise" has certainly been proved correct by Beechams to the advantage of everyone.

The Diocalm demand

Take for instance the Diocalm nationwide summer poster campaign. From the start it has been a rip-roaring success. In fact it's the first time any 'over the counter' antidiarrhoeal brand has ever gone national on posters. In addition, the large space press push has also helped put Diocalm on the shopping list of holiday makers throughout the country. Demand has never been greater, as is the case for Setlers too.

Setlers in every home

The great TV spend this year has taken the Setlers' message into the homes of the great British public. People are indeed changing to Setlers with its pleasant flavour and extra relief giving properties. The handy 30 and 50 packs and the 100 tablet pack are top favourites with indigestion sufferers everywhere.

So, stock up now for the next BIG advertising push. These two successful Beechams brands are destined for even greater growth.

EARLY BIRDS CATCH EXTRA PROFITS

Look out for the Beecham Early Bird prices on their big winter brands... Night Nurse, Beechams Powders Hot Lemon and Day Nurse.

All three are top brands - top sellers. And there has never been a better time to buy. Don't leave it too late

so, put your orders in now. Remember, too, audits and experience show that good stocks and display at summer's end add an autumn bonus to winter business.

So be an early bird and catch some fat business worms.

The FYNNON SPA BATH special rose offer still available

Fisons in joint venture with Japanese company

Fisons Ltd and Fujisawa Pharmaceutical Co Ltd of Osaka, Japan, are to establish a joint venture company in early October. The new concern, to be named Fujisawa-Fisons KK, will have an issued capital of 100 million yen (£200,000) contributed equally by the two parent companies, and its head offices will be in Osaka.

Fujisawa, one of Japan's leading pharmaceutical companies with annual sales over 140,000 million yen (£280m), have been responsible for developing and marketing Intal since 1969. The new venture is said to be a natural progression of the close relationship which has developed between the two companies over the past decade.

Initially Fujisawa-Fisons KK will concentrate on the progressive transfer from Fujisawa of sales of Fisons' products in general practice and small hospitals. The new company will be responsible for promotion and selling and Fujisawa will continue to manufacture and distribute pharmaceutical products on behalf of

the joint venture. Fisons will provide new pharmaceuticals including, over the next two to three years, sodium cromoglycate developments for non-asthma indications.

The representative directors of the new company will be Mr Y. Senoh, manager, Fujisawa's pharmaceutical division 1, Mr S. R. Milburn, resident general manager, Fisons liaison office in Japan, Mr M. Takahashi and Mr T. Aoki, board members of Fujisawa; Mr J. G. Shaw, marketing director, Fisons Ltd pharmaceutical division, and Mr R. S. Napier, finance director, Fisons Ltd pharmaceutical division, will also join the board.

Mr J. Valentine, a deputy chairman, Fisons Ltd, and director-in-charge of the pharmaceutical division comments: "The potential for Fisons' products in Japan is still largely untapped, and there are substantial opportunities for future new products. Already current volume sales of Intal are second only to the UK and we expect to increase our share of this important market." ■

Relief grant aids Ransom profits

The manufacturing chemists, William Ransom & Son Ltd, increased pre-tax profits from £688,826 to £720,325 but have warned that this year's figure included a "one-off" £150,000 interest relief grant.

However, the company has moved into a new building and the board are confident that the improved surroundings will increase production.

Turnover improved slightly, to £2.61m (£2.55m), and Ransom report a "difficult" trading climate both at home and abroad but say they have held their share of the market. ■

Bayer improve

Bayer AG have improved pre-tax profits for the first half of 1980 by 6.7 per cent—to DM 507 million. Turnover was up 10.3 per cent to DM 6,507m, but much of this is due to price increases in the second half of 1979, and the second

quarter showed a fall in volume turnover.

Bayer's worldwide turnover rose 13.4 per cent in the first six months—to DM 15,050m, with profits up 13.6 per cent to DM 920m. Bayer have planned to put some DM 2,300m into capital investments during this year, DM1,400m of it outside Germany. ■

Export guide

The 1980 edition of "Services for Exporters", the third edition from Midland Bank International, is now available. The booklet is designed as a simple guide to exporters of all kinds and sizes on how to start exporting; on the documents required; on the ways of receiving payment and insuring the goods; and how to finance export transactions, through financial institutions and through the government's Export Credits Guarantee Department.

The booklet is available free from Midland Bank branches or from Overseas Trade Promotion Department, Midland Bank International, Deacon House, 192 Eyre Street, Sheffield S1 3GQ. ■

Telephone service for marketing

A telephone marketing team is now available to companies wishing to "farm-out" some of their marketing functions. Sleekcroft say the service can cost a minimum of £150 a month, plus telephone charges, and the service is operated under a 12 month contract or specially costed project.

The service can apparently be used to ensure the cost effectiveness of sales representatives by using the team to follow sales leads and establishing an order of priority for calls. At the same time the mailing list may be looked at to maximise mailing shots.

Initial contact and follow-up, after calls, is available as part of the service, as are market research operations and regular contacts with existing clients, wholesalers, etc. Regular reports, and if required, a card index, are compiled at intervals.

Sleekcroft Ltd may be contacted via Quantum Technical Communications, 87 Chancery Lane, London WC2A 1BL (telephone 01-405 0808). ■

Enterprise move to Harpenden

The photographic importers and distributors, Enterprise, have moved from St Albans to Harpenden. The purpose built headquarters has 5,500 sq ft of ground floor warehousing as well as 2,400 sq ft of administrative offices.

At the opening of the building chairman, John Oliver, said: "Business has grown dramatically over the last three years, and our objective is to increase by a further 35 per cent over the next three years. To achieve this, two things became a priority—to get our complete business operation on to computer control and to find new premises." He went on to say that the growth had come across the board of products for which the company is responsible and that next year will see more camera introductions from ITT, probably in 35mm format.

Enterprise are now at Unit One, Southdown Industrial Estate, Harpenden, Herts AL5 1PJ, telephone (05827) 69994. ■

ICI profits fall

A "severe deterioration in trading conditions in the UK, Continental Western Europe and the US" sliced ICI's second quarter pre-tax profits to

Continued overleaf

£72m, against £162m in 1979.

The fall-off began early in the quarter, and there was a 52 per cent drop in profits before deductions compared to the first three months when the surplus reached £152m. The board says the deterioration is continuing.

Sales for the first half were up £408m to £2,975m, but second quarter turnover was £71m below that achieved in the first. Half year profits fell £36m to £224m. Despite a maintenance of the interim dividend, at £0.12, ICI's shares lost £0.06 at the close of trading when the results were announced last week.

The slump in demand has particularly hit sales of petrochemicals, plastics, fibres and dyestuffs—pharmaceuticals were not listed as being "especially" affected. ■

Briefly

■ **British Overseas Trade Board** will be organising a British pavilion at the Cairo International Fair next year if there is sufficient demand from industry. It will be held from March 14 to 28. Firms interested in exhibiting are invited to contact G. M. Lyndsell, Room 106, Hillgate House, 26 Old Bailey, London EC4M 7HU. The closing date for applications is September 19, 1980.

APPOINTMENTS

■ **British Tissues Ltd:** Anne Welham joins as product manager for Dixcel facial tissues. This follows six years with Courtaulds.

■ **Cahill May Roberts:** Mr Donal McGoe, MPSI, has been appointed manager of the international pharmaceutical agency division based at Chapelizod, Dublin. Prior to joining Cahill May Roberts, Mr McGoe worked with the pharmaceutical division of ICI for ten years.

■ **Wyeth Laboratories:** Mr James (Jamie) McCaul has been appointed to the board, with executive responsibility as director of human resources. He read philosophy at London University; subsequently he studied theology in Milan and then undertook relief and missionary work in Africa. Returning to the UK he joined the personnel department of Plessey in 1969 and in 1973 joined the personnel team of Birds Eye Foods, becoming personnel manager and, later, manpower development manager before joining Wyeth.

MARKET NEWS

Iodides dearer

London, September 2: With a recent rise in the cost of iodine, manufacturers of pharmaceutical iodides have raised their prices during the week. The potassium salt has risen by about £0.35 kg and the sodium by £0.50. Resublimed iodine is now £9.70 kg against £7.40 previously.

The market for essential oils was again quiet with most of the movements attributable to the higher value of sterling against the US dollar. Bois de rose, cedarwood, Chinese peppermint, petitgrain and sassafras oils were all lower in the forward position and in some instances the spot moved lower in sympathy. Menthol and camphor were unchanged as were most botanicals. An exception was European valerian for shipment which was quoted higher for new crop.

Pharmaceutical chemicals

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.
Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.
Amylobarbitone: Less than 100-kg lots £17.81 kg; sodium £19.39.
Ascorbic acid: (per kg) 100-kg £5.51; 500-kg £4.85 as to source.
Aspirin: Ten-ton lots £1.96 kg; imported from £0.90.
Benzocaine: BP in 50-kg lots, £6.63 kg.
Benzoic acid: BP in 500-kg lots, £0.8801 kg.
Boric acid: EP grade per metric ton in 2-4 ton lots—granular £450; powder £480.
Butabarbital: Acid £23.65 kg; sodium £25.25 kg in 50-kg lots.
Biotin: Crystals £5.84 per g; in 10-g lots.
Butobarbitone: Less than 100 kg £21.47 per kg.
Caffeine: BP anhydrous £5.06 kg in 100-kg lots.
Citric acid: BP per metric ton single deliveries, granular monohydrate £927; anhydrous £978 (powdered £20 premium per 1,000 kg). Five-ton contracts £922 and £973 respectively for granular.
Chloral hydrate: 50-kg lots £2.20 kg.
Cycloharbitone: Calcium £25.34 kg in 25-kg lots.
Cyanocobalamin: per g £2.53 in 100-g lots;
Dihydrocodeine bitartrate: £535 kg in 20-kg lots; Subject to Misuse of Drugs Regulations.
Folic acid: 100-kg lots from £56 kg.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £400; 85 per cent £334.
Iodides: (Per kg) **Ammonium** £13.15 (50-kg lots); **potassium** £6.90 (250 kg); **sodium** £9.85 (50 kg).
Iodine: Resublimed £9.70 kg in 250-kg lots; crude £8 in 500-kg lots.
Mercurials: Per kg in 50-kg lots; ammoniated £12.40; oxide—red £13.70; and yellow £13.55; perchloride £7.70; subchloride £11.30; iodine £12.45.
Paracetamol: (Per kg) 50-ton contracts from £3.22; 10-ton £3.30. Premium for d/c £0.35 kg.
Paraffin liquid: BP £0.642 litre in 210-litre drums; light BPC 1963 £0.569; Technical white oil WA23 £0.557; WA21 £0.586.
Panaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.
Pentobarbitone: Less than 100-kg £24.15 kg; sodium £25.71.
Pethidine hydrochloride: Less than 10-kg lots £51.30 kg. Subject to Misuse of Drugs Regulations.
Phenylephrine hydrochloride: £89 kg in 50-kg lots; £92 in 10 kg.
Phenobarbitone: In 50-kg lots £8.12 kg, sodium salt £8.47.
Pholcodine: 1-kg £538-£543 60-kg lots £493 kg. Subject to Misuse of Drugs Regulations.
Pyridoxine: £22.11 kg for 20-kg lots.
Reserpine: 100-g lots £0.22g.
Sodium acid phosphite: BP crystals £1.28-£1.42 kg as to source for 50-kg lots.
Sodium acid phosphate: BP crystals £1.28-£1.42 kg
Sodium benzoate: £0.70 kg in 500-kg lots.
Sodium bicarbonate: BP from £139.74 metric ton as to grade in minimum. 10-ton lots delivered UK.

Sodium chloride: Vacuum dried in 10-ton lots delivered London 4-ply bags £38.94 metric ton.
Sodium citrate: Granular £927 metric ton; powder £947 Five-ton contracts £922 for granular—all in lined bags.

Crude drugs

Camphor: Natural powder £9.65 kg spot; £7.85 kg cif. Synthetic 96% £1.24 spot; and cif.
Ginger: Cochin £350 metric ton spot shipment, £315, cif. Other sources not quoted.
Menthol: (kg) Brazilian £4.80 spot; £4.65, cif. Chinese £4.35 spot and cif.
Pepper: (metric ton) Sarawak black £850 spot, \$1,600, cif; white, £1,200 spot; \$2,150, cif.
Seeds: (metric ton, cif). **Anise:** China £870 for shipment. **Celery:** Indian £360. **Coriander:** Moroccan £180. **Cumin:** Indian £660. **Fennel:** Indian £425. **Fenugreek:** Moroccan £275; Indian £275. **Turmeric:** Madras finger £400 metric ton spot; £360 cif.
Valerian: Dutch £1900 metric ton, cif; no spot. Indian £1,900 spot; £1,400, cif.
Witchhazel leaves: £2.75 kg spot; £2.70, cif liquid

Essential oils

Bois de rose: £7.45 kg spot; £7.25, cif.
Camphor: White £0.90 kg spot; £0.80, cif.
Cananga: Indonesia £14 kg spot; £13.25, cif.
Cassia: Chinese £52.50 kg spot; £51.45, cif.
Cedarwood: Chinese £1.25 kg spot; £1.10, cif.
Cinnamon: Ceylon leaf £2.35 kg spot; £2.28, cif, bark: English-distilled, £155.
Pepper: English-distilled ex black £120 kg.
Peppermint: (kg) Arvensis—Brazilian £4.25 spot and cif. Chinese £2.85 spot; £2.70, cif.
Piperita: American Far West £13.50 spot.
Petitgrain: Paraguay £8.50 kg spot; £8, cif.
Sassafras: Brazilian £1.90 kg spot; £1.80, cif.
The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, September 8

Epsom Branch, Pharmaceutical Society, Bradbury Centre, Epsom District Hospital, at 8 pm. Dr Bown, consultant physician, Frimley Park Hospital, on "Confessions of a gastroenterologist".

Tuesday, September 9

Galen Group, Friend's Meeting House, Park Lane, Croydon, at 8 pm. Poetry and prose evening.

Advance Information

Manchester and Salford Branch, National Pharmaceutical Association, Grand Hotel, Aytoun Street, Manchester, on October 2 at 7.30 pm. Business dinner with Alan Smith, chief executive PSNC, on "The road beyond Franks". Applications (£7) to the branch secretary, Mr M. Wood, 193 Longworthy Road, Salford 6, before September 15. Numbers limited to 30.

Transit Packaging Specifications seminar, Bristol Eurocrest Hotel, Hambrook, from October 15-16. Further details from the Conference Secretary, Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex.

Society of Cosmetic Scientists symposium, Hilton Hotel, Stratford-upon-Avon, from October 20-22. "Sensory evaluation of product performance". Registration (£110 members) to Society of Cosmetic Scientists, 56 Kingsway, London WC2 6DX.

Pharmaceutical and Cosmetic Industries conference, Institute of Marine Engineers, 76 Mark Lane, London EC3, on October 29. The conference aims to bring together manufacturers and ingredient and packaging suppliers to examine purchasing and supply. Papers include "Surfactants—a survey of raw material sources", "Cost pressures—an action programme for purchasing executives", "Cosmetic colour regulations" and two on aerosols. Further information from Mrs C. V. Hewgill, Assistant Secretary, Conference and Specialist sections, Institute of Purchasing and Supply, IPS House, High Street, Ascot, Berkshire.

Analytical Division, Royal Society of Chemistry and Joint Pharmaceutical Analysis Group, Pharmaceutical Society, 1 Lambeth High Street, London SE1, on October 29 at 2.30 pm. "Determination of drugs in biological materials". Further information from Miss P. E. Hutchinson, Royal Society of Chemistry, Burlington House, London W1V 0BN.

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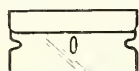
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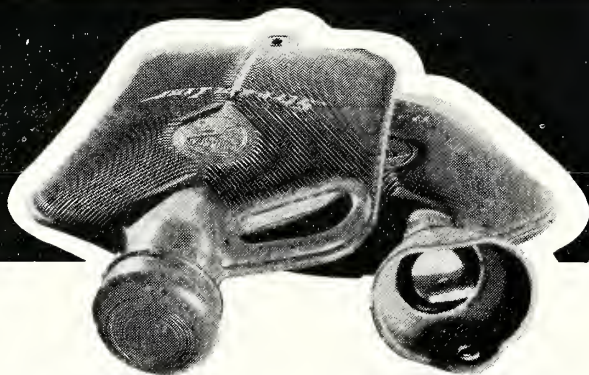
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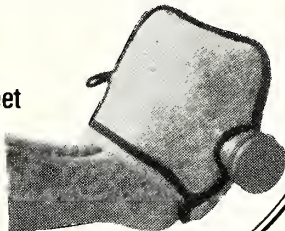
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